

# CHUN HUI NI

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## WORK EXPERIENCE

Mar 2021 – **Senior Executive, Social Media Management**

Nov 2024 **MC² by GroupM** – *the specialist social media agency within WPP*

- Led a team of 3 writers to deliver engaging social media content for 10+ brands monthly.
- Developed tailored social media strategies that shaped brand identities for multiple high-profile clients.
  - Key brands managed: *Sushi King, Continental, Magnum4D, HLeBroking, IPC Shopping Centre, MICHELIN.*
- Secured 6+ long-term clients by leading and contributing client pitches.
- Built Sushi King's TikTok presence from the ground up, achieving 11K organic followers in a year.
- Optimized team workflows through cross-team collaboration, especially during out-of-scope projects and new pitches.
- Oversaw CRM strategy to maintain timely responses to social media inquiries.

Oct 2018 – **Executive, Digital Marketing**

Jan 2021 **Hap Seng Star Sdn. Bhd.** – *the leading Mercedes-Benz authorized dealer in Malaysia*

- Launched Facebook page and achieved 10K organic followers in 1.5 years.
- Leveraged analytics to develop data-driven Facebook & Instagram content, achieving an 8% average engagement rate.
- Generated an average of 15% quality leads through Facebook Ads.
- Managed website and digital content to enhance user experience.
- Worked closely with internal teams to align digital strategies with marketing goals.

Jan – Jul **Intern, Corporate Communication and Public Relations**

2018 **Mercedes-Benz Malaysia** – *the renowned luxury German automotive brand*

- Supported in developing press releases, speeches, and event presentation slides.
- Coordinated media test drives, press conferences, and launch events to boost brand visibility and media exposure.
- Liaised with media partners to ensure the smooth execution of PR activities.

## SKILLS

Content Creation Copywriting  
Social Media Management Email Marketing  
Graphic & Web Design Web Analytics  
Paid Social Advertising

## TOOLS & SOFTWARE

Google Analytics Google Search Console  
Google Tag Manager Facebook Ad Manager  
Sprinklr HubSpot MailChimp WordPress  
Adobe Creative Suite

## EDUCATION

**Bachelor of Business Administration**  
University of Malaya, 2014 – 2018

## CERTIFICATIONS

**Google Analytics**, 2025  
**HubSpot Digital Marketing**, 2025