

CATHERINE ABRAHAM

PROFILE

Proactive, hardworking and adaptable individual with experience in various industries; telecommunications, international luxury fashion and commercial retail. Having been part of different professional industries has enabled adaptability to the rigours of the workplace whilst cultivating strong interpersonal skills and relationships.

EXPERIENCE

RECRUITER

CHANEL KUALA LUMPUR 2019

Lead in-house recruiting for CHANEL Malaysia operations comprised of corporate headquarters, warehouse, fashion boutique and 19 cosmetic counters and stores across 12 states. Partner with hiring managers to discern workforce needs; define job parameters; outline desired qualifications; and source, screen, interview and select best-option candidates for skilled/technical trades, management positions and support staff openings.

Main responsibilities:

- Job description writing
- Candidate sourcing
- New recruit individual orientation
- Brand orientation set up & facilitation

Additional responsibilities:

- Long Service Award management
- Employee birthday gift management
- Annual Dinner Committee

SENIOR PUBLIC RELATIONS EXECUTIVE


ESSENCE BURSON-MARSTELLER KUALA LUMPUR 2018 -2019


Assistanted senior consultant and directors with client portfolios. Developed and executed public relations campaigns that integrated with clients' marketing strategies. Wrote press releases and stories, pitched ideas to media and compiled research and reports. Arranged interviews, speaking engagements and other media opportunities. Client portfolios included oil & gas, healthcare, hospitality and luxury lifestyle.

Main responsibilities:

- Media monitoring
- Pitching
- Client support.

CONTACT

 catherineabraham2@gmail.com

 Madrid, Spain

EDUCATION

MASTERS OF DIGITAL COMMUNICATION
& CULTURE

UNIVERSITY OF SYDNEY
2015 - 2016

BACHELOR OF PSYCHOLOGY
UNIVERSITY OF WESTERN AUSTRALIA
2011 - 2014

LANGUAGES

English Native
Malay Native
Indonesian Fluent
Mandarin Basic; Conversational HSK 2
Korean Basic; ISPLR 1

Skills

PROFESSIONAL

- Content Creation
- Copywriting
- Event Coordination
- Inbound Marketing
- Strategy Project Management
- Social Media Management

TECHNICAL

- Photoshop
- Illustrator

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EXPERIENCE CONT.

MARKETING EXECUTIVE

ENGLIAN ENTERPRISES KUALA LUMPUR 2016 -2018

Lead digital marketer for Bangsar Village Shopping Centre Digital strategy and planning focus in F&B

Search Engine Optimisation for new web development Market & client research

Social media manager for Nutmeg, Mantra & Nom Lead content creator for Nutmeg account

- Increased enagement by 80%

Lead campaign designer for Facebook campaigns

Event Coordinator and Media liaison for Mantra Bar

Lead copywriter for Moments Art Exhibiton & media liaison for Moments Art Exhibition

SALES & OPERATIONS ASSISTANT

CHANEL KUALA LUMPUR 2015

Assisted in sales and operations of the fragrance & beauty deparment in CHANEL Malaysia. Had rotating roles in different deparments, dependant on current needs.

Main responsibilities:

Handled staff expense claims through the Citrix System.

Managed counter staff queries from over 33 nationwide counters.

Launched master annual leave calendar

General Operations administration handling:

- Payslip mail outs to all nationwide counters.
- Limited edition product recall.
- Counter stationary inventory and order.

INTERN

MAXIS TELECOMMUNICATIONS KUALA LUMPUR 2013 -2014

Shadowed senior recruiters to better understand standard recruiting practises. Assisted in CV sorting and candidate data entry.

Partook in annual financial report presentation - created all HR cost chart.


Main responsibilities:


CV sorting

SAP system invoice tracking

Brand orientation set up

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VOLUNTEERING

AUTISM WEST (CHILDREN'S CENTRE)

Administration and fundraising

PERTH GLOW RUN

PERTH OPEN HOUSE

SYDNEY OPEN HOUSE

JL ARTWORKS