



KELLY OO KAI LI

BACHELOR OF BUSINESS (HONS) IN MANAGEMENT

✉ kellyookaili97@gmail.com | 🏠 18-7-6, Jalan Tun Dr Awang, 11900 Bayan Lepas, Pulau Pinang. | ☎ (60)16-4031763 |

ABOUT ME

- An outgoing, proactive and ambitious individual who is motivated by opportunity for advancement to levels of responsibility where I can use my skills as a team builder, motivator and mover. Strongly focused on cohesion, communication, morale and team accomplishments to achieve goals through and with the team. Have the experienced in managing and marketing career, ability to come up with interesting ideas for unforgettable marketing campaigns and follow instructions and deliver quality results. Thus, I am Extremely motivated to constantly develop my skills and grow professionally.

PROFESSIONAL EXPERIENCE

Tedaye Malaysia

Penang,MY

Marketing Executive

Oct. 2019 – Current

- Focused on Internal & External Marketing.
- Create awareness,conduct facebook campaign, manage social media
- Deal with 3rd party (Hunza group, Capitalist, Delivery platform, etc)
- Conduct Grand opening for Gurney Paragon & Gurney Plaza Teadaye.
- Photoshooting (drinks,influencer) , arrange influencer for adstertiseent , collaboration

Malaysia Kangtao

Penang,MY

Co-Founder (food blogger)

Mar. 2019 - Current

- Job arrangement with designer through Trello
- Content Writer
- Photoshooting
- Approach with customer, arrange appointment and fb ads

Hikari Marketing

Penang,MY

Co-Founder

Feb. 2019 – Current

- Approach customer for social media services, sales
- Manage social media, boost, create ads
- Photoshooting, Content Writer

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- Jobs distribution & Time Management

Plexus Manufacturing Sdn.bhd

Penang, MY

Jan. 2019 – May. 2019

Intern, Program Department

- Arrange shipping, deal with customer
- Basic computer skills, Excel, Words
- Update weekly report, conduct CNY event (decoration, activity, etc)

Frank Laurent Coffee Roasters/Chick n Waffle

Penang,MY

Aug. 2018 – Nov. 2019

Barista

- Stock check, Event Planner (birthday, gathering, etc)
- Basic coffee knowledge
- Customer Service, waitress

Mark & Spencer

Penang,MY

Jun. 2015 – July. 2017

Food, Lingerie, Ladies Sales Advisor

- Stock Take
- Push sales, sales assistance, 1-1 personal service
- Cashier
- Write report every week,
- Basic Computer Skills, Microsoft Words, power point, Excel

Popular

Penang, MY

Dec. 2014 – Dec. 2015

English department Assistant

- processing transaction and coordinating book reservations
- stacking bookshelves and fulfill customers need
- Cashier

EDUCATION & CREDENTIALS

Diploma in Accountancy, Finance and Business , 2015- 2017

Major: Diploma in Business Administration

Tunku Abdul Rahman University College

Cumulative GPA: 3.05

Bachelor of Business (Hons) in Management, 2017-2019

Major: Management

Disted College

Cumulative GPA: 3.33

TECHNICAL SKILLS

Photo Editor VSCO · Lightroom · SnapSeed · Phonto

PROFESSIONAL AFFILIATIONS & VOLUNTEER EXPERIENCE

Student Representative Council

Penang, MY

Public Relation

- Sponsorship
- Control event flow, Traffic

Calligraphy Workshop

Penang, MY

Person In Charge, Host

- 6-8 student per section, in charge of 4 hours workshop individual
- From A to Z
- Interact with student

Social Responsibility

Penang, MY

Volunteer

- Volunteered as a performer to performing dance during new year
- Donation of food, clothes