

# ANTHONY WEE



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## Assistant Director of Digital Marketing

I am a seasoned marketing professional with over 10 years of experience in digital marketing, public relations, and communications across a wide range of platforms. I have proven experience in delivering results-driven campaigns, alongside enhancing guest experience across multiple hospitality brands. I believe that I have the tenacity, skillset, and qualifications to act as a Director of Marketing and Communications.

### EXPERIENCE

#### Assistant Director of Digital Marketing 2024-NOW

*The Ascott Limited, Malaysia*

- Lead SEO, SEM and Metasearch initiatives whilst liaising with corporate team, agencies, and stakeholders to drive brand growth, enhance customer engagement and optimise ROI with data-driven strategies.

#### Digital Marketing Manager

2022-2024

*PARKROYAL COLLECTION & Pan Pacific*

*Serviced Suites Kuala Lumpur*

- Lead digital marketing initiatives whilst liaising with corporate team, agencies, and stakeholders.
- Managed a seven-figure digital advertising budget and led successful pre-opening digital campaigns for both properties.
- Achieved 21%, above 15% target for Brand.com overall hotel revenue in 2022. Paid online advertising Return of Ad Spend (ROAS) - 10:1 and above.
- Managed Eco-Wellness programme launch.
- Digital marketing task force to PARKROYAL A'Famosa.

#### Digital Marketing Manager

2021-2022

*Desaru Development Holdings One Sdn Bhd*

*(Desaru Coast)*

- Oversee content and advertising on Google ads, display ads, LinkedIn, Facebook, and Instagram.
- Conceptualised and led the development of the RM1 million new integrated destination website with integration of booking engines for waterpark, hotels, and golf club.

#### Marcom & Digital Marketing Manager

2020-2021

*Eastin Hotel Kuala Lumpur*

- Oversee all PR, digital marketing, and communication activities.
- Hotel Instagram followers' growth of more than 400% in 1 day through collaboration with Gen Halilintar (KOL).
- Carry out projects with Amaris MyTart, Icip-icip Kampungku programme, PVP Esports Campus MLBB Championships 2020, and various media and KOL.

### EDUCATION

#### Master of Business Administration

(2020 - 2021)

*University of Sunderland, UK*

#### Bachelor Degree (Honours) of IT (Software Engineering)

(2000 - 2003)

*Multimedia University, Cyberjaya*

### SKILLS & COMPETENCIES

Content PlanningSEM/SEOMedia RelationsMarketing StrategyEDMAdobe Creative SuiteWebsiteSocMed Marketing/Ads

### PROFESSIONAL CERTIFICATIONS

- Certified **Google Adwords** in Search & Display
- Certified **Customer Acquisition Specialist** by Digital Marketer
- Certified **Social & Community Manager** by Digital Marketer
- Certified **eMarketing Consultant (CeMC®)** by Internet Marketing Standard Board (IMSB) Australia
- Microsoft Certified Software Engineer**
- Microsoft Certified Systems Administrator**
- Microsoft Certified Database Administrator**

## EXPERIENCE (CONTINUED)

### Marketing & Communications Manager

2018-2020

*Capri by Fraser Kuala Lumpur  
(Rebranded to Invito Hotel & Residence in 2019)*

- Oversee all PR, digital marketing, and communication activities.
- Worked closely with appointed SEO/SEM agency to plan the execution of digital campaigns & keyword buys.
- Launched the newly rebranded Invito Hotel & Residence in Bangsar South on 1 October 2019.
- Launched Invito new website and social media channels.
- Developed, managed and coordinated print production of collateral & sales material.

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### Digital Marketing Manager

*Le Méridien Kuala Lumpur*

2017-2018

- Oversee all digital marketing and website content.
- Managed PLUS Platform for digital advertising efforts on TripAdvisor, Trivago, Kayak, Google Hotel Ads, Criteo & Sojern.
- Return on Ad Spend (ROAS) was consistently at minimum 8:1 ratio
- Managed TripAdvisor, SPG Reviews, Facebook Review & Google Review.

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### Assistant Manager, SocMed

*MCT BERHAD & One City Properties Sdn Bhd*

2014-2015

- Responsible to lead, plan, implement, track & optimize the digital marketing & social media campaigns across all digital channels for Property & Mall Marketing Division.
- Grew One City FB Page "Likes" from 4,200 to over 11,000 & "Visits" from 0 to over 85,000 (organic).

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### Marketing Manager

*Fraser Place Kuala Lumpur*

2013-2014

- Direct hotel brand management, PR, media relations, product promotion, advertising, sales collateral, online reputation management & social media marketing.
- Won TripAdvisor, Booking.com, Best of Malaysia Travel awards.

## WEBSITE PROJECT OVERVIEW

- **Revamped, launched, and managed brand.com websites** for multiple properties, such as:
  1. MCT Berhad and One City Properties Sdn Bhd (<https://www.avaland.com.my/>)
  2. Invito Hotel & Residence in Bangsar South (<https://invitohotel.com/>)
  3. Eastin Hotel Kuala Lumpur (<https://kualalumpur.eastin.com/>)
  4. Desaru Coast (One&Only Desaru Coast, Anantara Desaru Coast Resort & Villas, The Westin Desaru Coast Resort, Hard Rock Hotel Desaru Coast, Adventure Waterpark Desaru Coast, The Els Club Desaru Coast) (<https://www.desarucoast.com/>)
  5. PARKROYAL COLLECTION Kuala Lumpur (<https://www.panpacific.com/kualalumpur>)
  6. Pan Pacific Serviced Suites Kuala Lumpur (<https://www.panpacific.com/en/serviced-suites/pps-kuala-lumpur.html>)

## REFERENCES

### Ms. Kattie Hoo,

Director of Marketing Communications  
(SEA Region)

*Dorsett Hospitality International*

📞 016-2011340

### Ms. Mah Yoke May,

Director of Marketing & Communications  
*Banyan Tree Group*

📞 016-2469886

### Ms. Wee Chee Jiuan (CJ),

Director of Sales

*The Ascott Limited, Malaysia*

📞 012-3225685