

KATHERINE MELLOR (KOH)

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Permission to work in the UK via Spouse / Family Visa

Goal-oriented marketer with extensive knowledge for increasing brand awareness and implementing effective offline and online marketing strategies to drive maximum product performance. Part of the "hybrid generation" of the advertising and marketing industry professionals that experienced the transformation of traditional marketing to the growth of digital marketing.

AREA OF EXPERTISE

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|-----------------------|-------------------------|--------------------------|
| • MARKETING | • BRAND DEVELOPMENT | • CONTENT CREATOR |
| • PRINT MEDIA & OOH | • CAMPAIGN PLANNING | • GOOGLE ADWORDS |
| • STRATEGY PLANNING | • BUSINESS DEVELOPMENT | • COMMUNITY MANAGEMENT |
| • ECOMMERCE MARKETING | • PAY-PER-CLICK (PPC) | • TARGET AUDIENCE |
| • DIGITAL MARKETING | • MARKETING BUDGET | • STAKEHOLDER ENGAGEMENT |
| • SOCIAL MEDIA | • TEAM MANAGEMENT | • VISUAL MERCHANDISING |
| • GRAPHIC DESIGN | • PARTNERSHIP MARKETING | • EMAIL MARKETING |

EDUCATION & AWARDS

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| 2000 | Bachelor Degree in Advertising – University of Royal Melbourne Institute Technology (RMIT) Melbourne, Australia. |
| 1998 | Diploma in Graphic Design – University of Limkokwing Institute of Technology Kuala Lumpur, Malaysia. |
| 1995 | Malaysian Certificate of Education (SPM) – equivalent to 8 GCSEs, all A-C, including English, Maths and Science. |

EMPLOYMENT HISTORY

Head of Marketing for Acme Vape LTD UK (I-Vape-Great)

Oct 2023 – Jan 2024 (Reason for leaving: Personal professional stands and belief did not align with the vaping industry.)

Based in Preston, Acme Vape are UK home grown vape manufacturer and the creator of IVG Premium e-liquids. I worked as the Head of Marketing for the company, managing a headcount of 5.

Responsibilities

- **Management.** Manage the Marketing and Marketing Creative Design department.
- **Brand Guidance.** Main brand guidance for IVG.
- **Strategy & Planning.** Strategise and plan the most effective marketing and branding campaigns for product launches.
- **Social media.** Manage and create content for the IVG social media platforms.
- **Marketing budget.** Creating the highest ROI use of media for the least cost.
- **Digital Marketing.** Monitor, plan and execute all digital marketing platforms. This IVG eCom and cross marketing on 3rd party websites, blogs, social media and email marketing.
- **Traditional Media.** Plan, execute and making sure IVG has brand presence in physical vaping stores. (POS)
- **Out of Home (OOH).** Plan, propose and execute effective OOH media that covers IVG's top cities in the UK and Europe.
- **Event.** Plan, propose, bookings and execute IVG events.

Head of Creative and Strategy for The Star Media Group, Malaysia

Jan 2022- Nov 2022 (Reason for leaving: Moved to the UK)

The Star Media Group Berhad is Malaysia's leading media group. SMG began as a single-product company, which has grown into a multi-channel media service for print, digital, radio, and events & exhibitions. SMG provide marketing and branding services to their customers. I was hired as the Head of Creative & Strategy, managing a headcount of 8, from the Marketing & Strategy department to the Creative Design department.

Responsibilities:

- **Management.** Manage the Marketing, Creative Design & Media department.
- **Strategy & Planning.** Strategise and plan the most effective marketing and branding campaign for SMG own internal brands and external clients covering both traditional and digital marketing.
- **Brand Guidance.** Main brand guidance for SMG.
- **Sales.** Create integrated campaigns for external clients that intergrade back to SMG media buys.

Key Achievements:

Pioneer Management. With my experience from advertising and marketing agencies, I've help set up SMG's first marketing and branding agency services. I helped train SMG Marketing & Creative department from servicing internal SMG's own brands to servicing out of SMG brands / clients. This has helped generated more company revenue through providing extra services to existing and new customers. Expanding the company portfolio from traditional media production to all integrated marketing and branding one stop provider.

Head of Creative for Jetmind Marketing Sdn Bhd Kuala Lumpur, Malaysia

Jan 2021 – Jan 2022 (Reason for leaving: Career progression, bigger company portfolio- National top brands.)

Jetmind Marketing is an advertising, branding & marketing agency that is based in Kuala Lumpur, Malaysia. The agency's main services were to provide branding and marketing services for international eCom brands in Malaysia, Indonesia and Singapore. My role was the Head of Creative, leading a headcount of 4.

Responsibilities:

- **Management role.** Managed the creative team, social media / digital team and Media Planning department.
- **Client management.** I will facilitate meetings with clients, managing their marketing calendars, marketing budgets, liaise with suppliers on behalf of clients and prepare marketing reports.
- **Partnership management** for the client. Liaise with brands/companies that I think suit best that will bring in the highest ROI to the client in terms of brand awareness and sales.
- **Digital / Social Media.** Research, plan, execute and manage client's social media platforms. Making sure we as an agency hit the KIPs of increased followers, interactions and cross platform partnerships – influencers and brands. We used tools like PPC, Google Targeting, Google Adwords & email marketing.
- **Campaign.** Plan, manage and execute client's campaigns and prepare after campaign reports.

Key Achievements:

Pioneer Management. As the pioneer of the agency, we started with just one client when I joined and progressed to another 5 retainer clients. Client portfolios from beauty & skincare retailers, FMCG, IT and mobile phone retailers.

Business Development. I helped one of the clients – Y.O.U (beauty & skincare) to successfully grow their business from an eCom base to physical store sales in one of Malaysia's major health & beauty chain stores – Watsons Malaysia.

Head of Marketing for The Big Bad Wolf Books Global and BookXcess (Malaysia & Southeast Asia market)

Oct – Dec 2020 (Reason for leaving: Employment of freelance contract ended.)

Known as the World's Biggest Book Sale, that toured around 37 cities in 14 countries including Malaysia, Cambodia, Indonesia, Myanmar, Pakistan, the Philippines, Sri Lanka, South Korea, Singapore, Thailand, the United Arab Emirates and Africa. Since 2020, the Big Bad Wolf Online Book Sale has been successfully launched in 10 countries, including Malaysia. During my service with BBW, I managed 4 main departments - the Marketing team (digital & traditional), CRM, the creative design team & PR. A total of headcount of 9.

Responsibilities:

- **Marketing.** Managed BBW eCom book fairs & BookXcess physical stores. Plan, execute and manage all marketing calendars for both traditional media and digital marketing (social media, website & 3rd party digital platform, E-commerce collaboration, PPC, Google targeting)
- **Brand guidance** of BBW & BookXcess.
- **Marketing budget-** propose, manage all marketing budgets that were within allocated budget with the best use of resources.
- **Creative Design.** Manage all design visual artwork.
- **Partnership Marketing** project of BBW & BookXcess to reach wider target audience.
- **Event Management.** Planning & execution of BBW & BookXcess launched events.

Key Achievements:

Ecom and digital marketing. Pioneer management group in charge of setting up Big Bad Wolf Books eCom "Exhibition" sale. With the Covid-19 pandemic's sudden lockdown nationally & worldwide, the yearly events of the BBW physical book exhibition warehouse sales were forced to put on hold. The revenue of the company was drastically affected as BBW exhibition's concept was always "sell cheap in cost but in big volume". With this, a quick-change of sales method from physical to digital – Ecommerce was needed quickly. I lead the marketing team to lay out a quick and extremely effective digital marketing strategy that catered for and was rolled out in each individual country the company had business in. We created different individual strategies to target each country's consumer type. 100% sales target was hit by the second online sales.

Head of Marketing for Hong Kong Sasa Sdn Bhd (Malaysia & Singapore market)

Jun 2019 – Jun 2020 (Reason for leaving: Covid-19 pandemic retrenchment – Last in first out policy)

Hong Kong Sasa is a leading beauty retailer in Asia. It offers a vast range of products from more than 400 brands, covering 10000 skin care, fragrance, make-up, hair care and health supplements. I managed 4 main department as the Head of Marketing which is the marketing team (digital & traditional), CRM, creative design team and visual merchandising team. Total headcount managed was 9.

Responsibilities:

- **Marketing & Digital Marketing.** Plan, execute and manage all marketing calendars for both traditional media and digital marketing (social media, website & 3rd party digital platform, E-commerce collaboration, PPC, Google targeting)
- **Brand guidance** of Sasa as a Cooperate company and all Sasa's beauty brand SKUs.
- **Marketing budget-** propose, manage all marketing budgets that were within allocated budget with the best use of resources.
- **Creative Design.** Manage all design visual artwork & visual merchandising.
- **Partnership Marketing** project of Sasa to reach wider target audience.
- **Event Management.** Planning & execution of Sasa product launched events.

Key Achievements:

- **Social media and eCom.** Within the 3rd to 6th months from my start at Sasa, I managed to increase SaSa's social media followers by 35% and increased of 70% engagement rate. This increase continues for another 50% during the Covid-19 pandemic lockdown. I drove focus towards the social media during this period as it is important to continue to stay connected with our followers during the lockdown period, because all shops are closed. The result of this engagement can be seen clearly by the sales hitting 70% of sales targeted immediately after ½ of the physical stores are allowed to re-open during the recovery lockdown period. The shift of buying from in store to Sasa's just launched eCom during the pandemic lockdown was evident as well.
- **Events.** "SaSa Beauty Around the World", taking the concept of "Come aboard the flight that travel around the world of beauty". I hosted one of the biggest events for SaSa Malaysia. Featuring the concept of "SaSa is Your One Stop Beauty Needs from All Around the World", the event was a great success with invites for 60 KOLs, 52 Medias, 120 persons of SaSa VPink member & business partners. We managed to generate PR value of RM9 million from KOLs & influencers and RM850K of publication PR almost doubled compared to the total invested by Sasa for the whole event (covering on ground and online)
- **Partnership.** Changing the concept of "small private" events to wider reached PR value event concept. Example, partnerships with other brands/malls/companies. Examples of some successful partnerships were, fashion shows in malls featuring SaSa as the Official Make-Up Partner, featured SaSa Beauty Trainer workshops on beauty tips during event shows, SaSa products exposure during event exhibition & sampling opportunities.
- **Loyalty Programme (CRM) tie-up.** Working with brands that have similar target audience demographics to SaSa, we proposed and offered CRM membership from both sides, demonstrating the benefits, promotions, free giveaways, special discounts, etc. Examples of brand tie-ups was Triumph Lingerie, STRIP Ministry of Waxing, Mimpi Kita Fashion Labels, Samsung and various bank credit card programmes.
- **Footfall and sales of physical stores through event.** I've changed the concept for new product launches from "private event venues" to SaSa's physical stores. This helped to increase footfall to the shops during events, creating curiosity from the passer-by shoppers & helped increase sales of the shop by having the highest buying impulse after the event with demo & trial of the new products.

Head of Marketing for MJ Department Store Sdn Bhd, Kuala Lumpur Malaysia.

Jan 2018 – Jun 2019 (Reason for leaving: Better offer and career progression to a bigger company portfolio (Southeast Asia))

MJ Department Store owns 3 departmental stores in Malaysia. It is also the co-owner of the brand Laura Ashley for Malaysia. The stores provide 4 main departments which consist of ladies, men, kids and home and deco to our customers providing both locals and international brands. I managed 4 main department as the

Head of Marketing which is the marketing team (digital & traditional), CRM & customer services, creative design team and visual merchandising team. Total headcount managed was 16.

Responsibilities:

- **Brand guidance.** I was the main brand guidance, making sure every communication and action coming from the company aligned and brought the highest brand image to the company.
- **Marketing.** I was involved in all aspects of marketing for both traditional and digital marketing. From brand and target audience research to planning, strategizing and executing all daily, weekly, monthly and seasonal campaigns.
- **Budget management.** Part of my KPIs was to make sure that all marketing budgets were spent wisely with the lowest cost and highest revenue achieved.
- **Visual merchandising & creative design.** I led, guided and approved all design work making sure it all told a story, creating a journey for the customer and making sure that it all aligned with brand guidance. I was also hands on with creating design work.

Key Achievements:

- **Social Media.** Increase of MJ's social media following to double the initial numbers & an increased engagement rate of 300% by running creative content that connected and interacted with followers. For example, contests, social media questionnaires, influencer engagement and online brand partnerships.
- **Footfall.** Increased of store footfall of 20% during weekdays and 60% at weekends. This was achieved by running 360 digital/social media campaigns and content that bring footfall to the physical stores. For example, online contests that required action at the physical stores.
- **Cost Saving.** My background in design & advertising helped the company save on marketing costs by 80% with the move of 100% in-house produced designs for both print & digital design artwork.
- **Partnership.** Introduced & managed marketing partnership to target a wider audience of footfall. I bought in partnership collaborations with other brands/companies such as: hotels for the tourist market, F&B chains for local & tourist markets, Kuala Lumpur International Airport VIP lounge membership for tourist & local markets, mall offices for local market & many more.
- **Events.** "Indahnya Lebaran Raya with Metrojaya Fashion Show" for Eid al-Fitr festive season (Malaysia biggest festival). The event had 6 local top designers showcase their Raya collections. The event was set-up in and fully run internally by Metrojaya's marketing & visual merchandising team. We had 50 people from various main media sources, 30 influencers & MJ's CRM members. The event generated a total of RM65k of PR value.

2014 – 2017 Creative Director for The Affiniti Direct Kuala Lumpur, Malaysia

2014- 2017 *(Reason for leaving: Career progression to client side focusing on marketing and strategy.*

The Affiniti Direct is an advertising, branding & marketing agency that is based in Kuala Lumpur Malaysia and Singapore. I managed the Kuala Lumpur branch (both the Creative and Client Servicing dept) which consisted of a headcount of 11. I reported directly to the Managing Director who was based in Singapore. We had 5 retainer clients, managing their full marketing and advertising calendars, covering all aspect of traditional media, digital and PR. Some of the clients were Papparich (F&B and FMCG), Dell (IT), Crowe Howard (accountancy agency), POKKA Singapore (FMCG) and Nadayu (property developer). Beside the named retainer accounts, we also project managed basic clients like Maggie, Nestle, Government run banking – Koperasi Tentara Malaysia and Cat & Fiddle Cheesecake.

Responsibilities:

- **Management role.** Managed the creative team, social media / digital team and client servicing.
- **Client management.** I met with clients, managed their marketing calendars, marketing budgets, liaised with suppliers on behalf of clients and prepared marketing reports.
- **Partnership management for the client.** Liaised with brands/companies that I think suited best for the client, that would bring the highest ROI to the client in term of brand awareness and sales.
- **Digital / Social Media.** Research, plan, execute and manage client social media platforms. Making sure we as agency hit the KIPs of increased followers, interactions and cross platform partnerships – influencers and brands. We used tools like PPC, Google Targeting, Google Adwords & email marketing.

Key Achievements:

- **Rebranding** of Papparich A&P and new marketing strategy. Refreshed the look & feel and communication of Papparich marketing assets. The goal was to give the impression of Papparich as a brand that rides together with the current trends beside their ever-trusted food quality. Through this successfully refreshed rebranding, we managed to penetrate to new target audiences (the younger generations) that led to a 40% increase of footfall in 6 months.
- **Social media.** We ran interactive 360 campaigns on social media that also ran through to stores. Within 3 months we achieved an increase of social media assets from 5K followers to 11,611. Campaign tie-up with YouTubers helped boost Papparich social media brand awareness. We were able to boost to an extra reach of 45K on YouTube and Facebook platforms overnight.

2012-2014	Creative Manager	Tune Hotels Group	<i>Acc Handled:</i> Tune Hotels marketing and creative assets.
2011-2012	Art Director	Saatchi & Saatchi	<i>Acc Handled:</i> Jacob's Cream Cracker, Abbott & Modelez.
2007-2009	Art Director	Artisan-I Sdn Bhd	<i>Acc Handled:</i> Kuwait Finance House Bank, SME Bank Malaysia & BASF.
2006-2007	Art Director	M&C Saatchi	<i>Acc Handled:</i> TM SDB BHD (Malaysian National telco), Celcom (Telco) & NTV7 (TV & media)
2005-2006	Art Director	Dentsu	<i>Acc Handled:</i> Wacoal Lingerie, Double Decker Food, Canon & Mild Seven.
2001-2004	Jnr Art Director	Saatchi & Saatchi	<i>Acc Handled:</i> Nestle, Toyota, Guinness & Alliance Bank.

SOFTWARE PACKAGES USED:

Adobe suite: Adobe Illustrator, Adobe Photoshop, InDesign

Microsoft: Microsoft Word, Microsoft Excel, Microsoft PowerPoint

Digital: Google Analytics & WordPress, META, social media paid/sponsor ads.

AWARDS ACHIEVEMENT:

- Malaysian Kancil Award Bronze for out of home media – client: Toyota
- Malaysian Kancil Award Merit for direct marketing media – client: Toyota.
- Malaysia Effie Award for out of home media – client: Kuwait Finance House Banking.

Full UK Driving Licence, no points accrued.

Languages spoken: English, Bahasa Malaysia (Malay language), Mandarin, Cantonese, Hokkien

Written languages: English, Bahasa Malaysia
