



# LEE CHIN THING

FINAL YEAR STUDENT AT UNIVERSITI  
TEKNOLOGI MALAYSIA

## ALL ABOUT ME

Final Year student in Bachelor of Management (Marketing) with experiences in sales and e-commerce. Proven academic and curriculum achievements, and possesses wight marketing skills to propel the company to achieve thier goals. Passionly seeking a position in the field of e-Commerce and digital marketing.

## CONTACT INFO

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 495, Jalan Nilam 10, Taman Jayamas, 70200 Seremban. Negeri Sembilan.

## EXPERIENCE HIGHLIGHT

2016-  
Present

### **Undergraduate Student, Bachelor Degree in Management (Marketing)**

UNIVERSITI TEKNOLOGI MALAYSIA

- Completed coursework includes electronic marketing, knowledge management system & marketing research.
- Enthusiastically lead group projects and mentor peers in subjects including supply chain management & event planning.
- Volunteered for Donation Drive for Sumait Kindergarten (Tanzania, Africa) & Proton X70 "Intelligence That Inspires Caring" charity event.

2018-  
Present

### **Startup Planner**

PLANT VS TEDDY ONLINE GIFT STORE

- Designs and develops social media and online marketing campaigns for clients.
- Customer Services & ad-hoc basis.
- Managed and ordered bouquets and gifts.

2019  
(7 mos)

### **Head of Sponsorship Department**

WET & WILD RUN

- Contacted companies and association for partnership and sponsorship in monetary and in-kind form.
- Assisted in monitoring ongoing sponsorship progress.
- Prepared sponsorship prospectus and summary reports.

2016-  
2016  
(7 mos)

### **Sales Admin**

CT AIRCON COMPANY, Singapore.

- Focus on customer services, online advertising and ad-hoc basis.

## CORE SKILLS

- Microsoft Office 
- Adobe Office: Lightroom, Photoshop, Premiere Pro 
- Canva 
- Statistical Package for the Social Sciences (SPSS) 
- Business Model Canvas 
- Social media Marketing 
- Event Planning 
- Website Design 

## CERTIFICATIONS

-Where to Focus: Weaknesses or Strengths?

-How to Get Yourself Employed (HTGYE)

-Occupational Safety, Health and Environment (OSHE)

-Test of English Communication Skills for Graduating Students (TECS)

-ISO 9001:2015 Quality Management System Requirement

## REFERENCES

**PROF. MADYA MOHD SHOKI BIN MD ARIFF**

Supervisor, Azman Hashim International Business School  
m-shoki@utm.my

**DR. THOO AI CHIN**

Mentor, Azman Hashim International Business School.  
acthoo@utm.my

## EDUCATION BACKGROUND

### Universiti Teknologi Malaysia

Bachelor of Management (Marketing), 2016-2020

-CGPA: 3.80 (6/8 Semesters)

-Dean's List (4 Semesters)

-Vice Director, Buddhist Culture Festival (Yuan Yuan) (2017-2018)

-Vice President, Flying Dance Studio UTM (2017-2019)

### SMK King George V, Seremban

Pre University, Science Stream · (2014 - 2015)

· GPA, 3.42

· Class Representative, Pra UA Abu Bakar, 2015

· Treasurer, Program Pendidikan Pencegahan Dadah (PPDa), 2015

## ACCOMPLISHMENTS

### Dean's List (5 SEMESTERS)

· CGPA, > 3.67

### Top 6 Proton X70 Intelligence That Inspires Challenge (National) 2019

-National Business Case Competition organized by Proton Holdings.

-Proposed efficient marketing plan to maintain Proton X70 as the No. 1 in SUV market in Malaysia.

### Finalists Youth Ecoport Challenge 2019

· Proposed a business plan and port design for a new port - Selatan Terminal for the purpose of the expansion of a multi-purpose and eco-friendly port.

- Business Plan included Port Design, Eco Strategies, HR Strategies, Marketing Strategies and Finance Plan.

### Champion AHIBS Research Group Poster Competition 2019

· Winning poster to promote research group in Azman Hashim International Business School.

### Best Poster & Video Award Advertising & Promotion Exhibition 2019

· Designed motivation posters & magazine cover as part of the syllabus, later on participated in school level exhibition

· Made a video which is family themed and participated in school level exhibition.

### Innovate Johor Business Pitching Competition 2017

· Pitched business ideas through the business model canvas. Our team had proposed a Go Green Bin and had successfully entered the finalists.