



CONTACT ME

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2, Lorong Samarinda 20A,
Taman Mesra Indah,
41000 Kampung Jawa
Klang, Selangor

EDUCATION

SPM
SMJK CHUNG HWA
2008-2012

Foundation in Science
Universiti Tunku Abdul Rahman
2013

Bachelor Science (H)
Actuarial Science
Universiti Tunku Abdul Rahman
2014 - 2017

NG Kian Han

Real Estate Negotiator

Results-driven professional with 8 years of experience across real estate and digital marketing, overseeing RM30,000+ annual ad budgets and achieving a top industrial sale worth RM5 million through targeted campaigns and data insights.

CORE SKILLS & ACHIEVEMENTS

Digital Marketing & Advertising

- Managed and optimized RM30,000+ annual Facebook ad budget, generating consistent leads with below-average cost per lead (CPL).
- Experienced in Meta Ads Manager, including campaign setup, audience targeting, A/B testing, and remarketing optimization.
- Skilled in ad copywriting, creative direction, and landing page coordination to enhance lead quality and ROI.

Sales & Performance Management

- Closed a RM5 million industrial property deal through targeted campaigns and retargeting strategy.
- Collaborated with developers to design marketing packages and promotional plans that improved sales visibility.
- Built a sales and marketing reporting system to track KPIs and forecast performance trends.

Analytical & Strategic Skills

- Strong ability to interpret campaign data, adjust targeting strategies, and make ROI-driven decisions.
- Proficient in Microsoft Excel, Google Analytics, and market research for consumer insight.

Interpersonal Strengths

- Excellent communication and client engagement skills across residential and industrial sectors.
- Effective in time management, multitasking, and adapting to changing project priorities.



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WORK EXPERIENCE

REAL ESTATE CONSULTANT

FIRST GLOBAL REALTY

2018 - 2020

- Obtained accurate customer lists through social media advertising, enhancing client outreach and engagement.
- Identified client needs, conducted in-depth product research, and effectively proposed correct products for client.
- Facilitated face-to-face and phone communications, accompanying clients on showroom visits to secure deals and provide personalized assistance in the loan approval process.
- Successfully assisted clients in obtaining loan approvals, addressing and resolving any challenges that arose during the approval process.
- Prepared and analyzed comprehensive sales and marketing reports, leveraging insights to forecast trends and optimize strategies for lower cost of sale

REAL ESTATE CONSULTANT

WALGAN PROPERTIES

2020 - 2021

- Collaborated with teams to integrate marketing strategies across various channels.
- Contributed insights and collaborated with colleagues to optimize product offerings based on market trends.
- Monitored and analyzed key performance indicators (KPIs) to measure the success of marketing campaigns.
- Implemented data-driven decision-making processes to improve marketing strategies.
- Enhanced brand awareness through social media platform.

REAL ESTATE NEGOTIATOR

DUTAMA PROPERTIES

2022-2025

- Engaged with property developers to secure project for sale.
- Utilizing market insights to advise property developers on adjusting product promotion package and marketing strategies.
- Implemented efficient invoicing and follow-up procedures, ensuring timely collection of payments from property developers.
- Established and maintained positive relationships with developers, resulting in improved payment compliance and reduced outstanding balances.



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2014 - 2017

WORK EXPERIENCE

Marketing Strategist

CACTUS LIFE SDN BHD

2025 - Present

- Acted as the key liaison between Content Team and Customer Service / Retention Team to align marketing strategy with business objectives.
- Provided clear content direction and campaign angles based on customer insights and performance data.
- Developed USP messaging framework for Customer Service & Retention Team to improve conversion and customer understanding.
- Gathered frontline customer feedback to refine targeting, messaging and product positioning.
- Managed and executed Facebook Ads campaigns (Meta Ads), including:
 - Campaign setup and audience targeting
 - Budget allocation and bid strategy
 - Monitoring daily performance metrics (CPL, CPA, ROAS)
 - Scaling winning ads and pausing underperforming campaigns
- Designed and implemented retargeting strategies to improve conversion rate and customer lifetime value.
- Optimised funnel performance through data-driven testing (creative testing, audience segmentation, offer positioning).