

EDWARD PAN

ONLINE TRAVEL SPACE | E-COMMERCE | SOLUTION



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WP. Kuala Lumpur

SUMMARY

Multilingual professional fluent in Mandarin (including Chinese dialects), English and Malay, with a strong track record in launching and managing new business ventures from the ground up. Highly motivated self-starter with a demonstrated ability to work independently and collaboratively in team environments. Brings diverse multicultural and cross-border experience across MY, SG, HK, CN, and KR. Skilled in end-to-end business operations, including strategic planning, financial budgeting, and marketing execution, particularly in startup and fast-paced environments.

KEY ACHIEVEMENTS

Sales Excellence

Increased sales conversion rate by 42%, exceeding industry benchmark by 14% in just 3 months.

Campaign Success

Managed marketing campaigns, resulting in a 30% increase in brand visibility and client engagement.

EXPERIENCE

GlobalTix

Kuala Lumpur, Malaysia

Senior Manager, Regional Commercial

03/2024 - Present

Company Description

- Highlight your accomplishments, using numbers if possible.

Aviareps for Hong Kong Tourism Board

Kuala Lumpur, Malaysia

Trade Marketing Manager

02/2023 - 06/2023

Company Description

- Managed trade representatives to execute marketing campaigns across online and offline channels.
- Organized events like MATTA Fair, Trade Meetings to enhance brand awareness and strengthen client presence in the B2B market.
- Oversaw and developed new business opportunities through proactive outreach, including sales calls and cold calling.

TripGuru

Kuala Lumpur, Malaysia

Head of Market Expansion

01/2022 - 07/2022

Company Description

- Led destination managers and oversaw product procurement, including sourcing, negotiation, and contracting across APAC, Turkey, and Mexico.
- Managed cost structures to ensure profitability and operational efficiency.
- Developed market expansion strategies through in-depth research, new market development, recruitment, legal compliance, and product localization.

Klook

Kuala Lumpur, Malaysia

Marketing Manager, Partnerships & Affiliates

02/2021 - 08/2021

Company Description

- Developed and executed marketing campaigns involving budgeting and strategic planning for global accounts, including Citibank APAC and Huawei Global.
- Managed day-to-day communication and performance optimization for affiliate networks such as Clickwise, Indoleads, InvolveAsia, and Optimise.
- Led global customer acquisition efforts across multiple business models, including B2B, affiliate marketing, and strategic partnerships.

Klook

Kuala Lumpur, Malaysia

Sales Planning Manager

09/2019 - 02/2021

Company Description

- Led a team responsible for global pricing implementation, adjustments, and go-to-market strategies.
- Oversaw procurement and expanded the merchant network to enhance product variety and maintain market competitiveness.
- Monitored platform development projects in close collaboration with Tech and Development teams to ensure alignment with business goals.



KEY ACHIEVEMENTS

● Market Expansion

Expanded merchant network by 25% within a year, boosting product variety and competitiveness.

● Strategic Pricing

Developed a pricing strategy that improved market share by 15% and gross margin by 10%.



EXPERIENCE

Klook

Kuala Lumpur,
Malaysia

Global Distribution, Planning & Operations
Supervisor

05/2018 - 09/2019

Company Description

- Oversaw day-to-day operations, ensuring effective task delegation and team performance.
- Enforced compliance with corporate and departmental policies, practices, and procedures.
- Monitored workflows to ensure adherence to operational standards and customer-specific performance metrics.
- Identified opportunities for process, system, and workflow improvements, implementing solutions to enhance efficiency.
- Managed regional product acquisition and delivery, provided ongoing customer service, and maintained in-depth knowledge of inventory and parts.
- Drove business growth and met sales targets through proactive sales development and relationship management.
- Monitored and executed pricing strategies to ensure market competitiveness.
- Collaborated with suppliers to introduce new products in response to evolving market demands.

Klook

Kuala Lumpur,
Malaysia

Customer Experience Specialist

11/2017 - 05/2018

Company Description

- Provided product and service information, and resolved customer inquiries and complaints via phone, live chat, and email.
- Processed booking modifications and ensured accurate resolution of customer requests.
- Liaised with attraction and service operators to coordinate booking details and resolve issues efficiently.
- Reviewed policy terms to ensure compliance in handling customer cases.
- Identified opportunities to improve internal processes and contributed to service enhancement initiatives.
- Maintained high standards of service quality to ensure customer satisfaction.

Aegis BPO Malaysia

Kuala Lumpur,
Malaysia

Travel Centre Consultant - Expedia. Inc

05/2017 - 10/2017

Company Description

- Generated sales conversion at an average of 40% by monthly, achieved company's 28% benchmark.
- Promote and maintain excellent client relations by managing a prompt and accurate response, and service techniques.
- Developed effective communication skill, problem analytical and solving skill by understanding customer behavior and needs.

EXPERIENCE

Baasch & Dorf Singapore

Kuala Lumpur,
Malaysia

Sales & Marketing Manager

08/2016 - 04/2017

Company Description

- Led business development and market expansion efforts for Luxxamed Germany in Southeast Asia, with a focus on Malaysia, Singapore, and Indonesia.
- Conducted market demand evaluations and developed comprehensive business plans to support regional growth.
- Delivered product demonstrations and conducted sales calls across Singapore and Malaysia to drive customer engagement and conversion.
- Operated in a start-up environment, managing end-to-end business planning, financial budgeting, and marketing strategy development.
- Created and executed strategic digital marketing plans, setting clear marketing and sales objectives to drive brand presence and revenue.
- Developed content strategies and marketing collateral for Baasch & Dorf Singapore, including website content and promotional materials.

잡플래닛-JOBPLANET

Kuala Lumpur,
Malaysia

Market Expansion

06/2015 - 04/2016

Company Description

- Led content strategy and development for the Jobplanet Malaysia website, collaborating closely with IT, Design, Marketing, and other cross-functional teams.
- Managed regulatory and government relations to ensure market compliance and support operational activities in Malaysia.
- Conducted market research and surveys to identify trends, filter relevant data, and support marketing initiatives.
- Translated website content from English and Korean to Malay to localize user experience and enhance engagement.
- Identified business development opportunities and engaged with local suppliers; developed go-to-market strategies and executed marketing plans tailored to the Malaysian market.