

Hew Zhao Kang

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SUMMARY

First Class Honours graduate in Business Administration (CGPA 3.88) from Universiti Utara Malaysia, with experience as a Marketing Support Executive in the power tools industry. Skilled in social media management, content creation, marketing materials coordination, and promotional campaign support. Known for being organized, proactive, and reliable in delivering effective marketing solutions.

WORKING EXPERIENCE

Marketing Support Executive (1 Sept 2024 – Present)

Makita Power Tools (Malaysia) Sdn. Bhd.

- Manage and maintain the company's social media accounts (Facebook, Instagram, YouTube), including content creation and posting.
- Oversee the company website, ensuring accurate product and promotional information is updated regularly.
- Manage marketing materials (notebooks, eco bags, min handfan, etc.), ensuring sufficient stock for sales distribution at roadshows and events.
- Handle the purchasing process for marketing materials, including placing orders, coordinating with suppliers, and providing necessary working files for production.
- Coordinate the signboard application process for sales representatives, facilitating artwork creation and approval.

Internship Marketing Intern (1 April 2024 – 31 July 2024)

ABS Engineering Sdn Bhd

- Assist in copywriting for social media posts and websites.
- In charge of content creation for promotional videos and social media posting.
- Discover and implement new marketing strategies.
- Assist in website updating.
- Assist in managing company's online store.

Roving Salesman (March 2020 – August 2020)

Maxis Berhad

- Promote business support solutions to small and medium enterprises in Perak State by applying critical thinking to understand their needs and using strong presentation and communication skills for effective on-site engagement.
- demonstrate adaptability through innovative approaches like cold calling to showcase our commitment and resilience during the Covid 19 Pandemic

EDUCATIONAL BACKGROUND

University Utara Malaysia (Sintok, Kedah)

- Bachelor of Business Administration (October 2020 – November 2024)
- **Current CGPA 3.89**

LANGUAGES

- English (Fluent)
- Bahasa Malaysia (Fluent)
- Mandarin (Native)
- Cantonese Native)
- Spanish (Beginner)

SKILLS

Digital Marketing

- Social Media Management (Facebook, Instagram, YouTube)
- Content Creation & Copywriting
- Video Editing & Production Coordination
- Campaign Planning & Execution
- Social Media Advertising / Paid Ads
- Brand Management & Promotional Strategy
- Event Coordination & Merchandising

Sales Skills

- Customer Engagement & Relationship Management
- Negotiation & Persuasive Communication
- Presentation & Product Demonstration
- Problem-Solving & Adaptability
- Lead Generation & Cold Calling

Technical / Tools

- Adobe Animate, Photoshop, Illustrator
- Canva
- Microsoft Word, PowerPoint, Excel
- Website Content Management
- Meta Business Suite / Ads Manager
- Supplier & Vendor Management

Soft Skills

- Project Management & Coordination
- Problem-Solving & Initiative
- Communication & Collaboration
- Attention to Detail

ACTIVITIES AND ACHIEVEMENT

1. Supported the execution of the company's major nationwide promotional campaign:

- Coordinated the sourcing, purchasing, and distribution of promotional materials (wobblers, buntings, A4 standees) to dealers nationwide.
- Coordinated the distribution of campaign materials to dealers across multiple locations.
- Ensured proper arrangement and setup of promotional items in dealer stores.
- Created social media content and videos to increase campaign awareness.
- Worked with internal teams and dealers to support smooth campaign execution.

2. Led the coordination of the company's commercial video shooting to enhance brand awareness:

- Researched and engaged a suitable digital marketing agency for video production.
- Collaborated with the agency to develop a compelling storyboard.
- Assisted in selecting actors and preparing necessary items for the shoot.
- Supervised the filming process on-site to ensure alignment with the storyboard and brand messaging.
- **Executed media ad campaigns** to promote the video on social media platforms, resulting in **high engagement and increased brand visibility**.

3. Proposed new marketing merchandise to replace existing promotional items:

- Monitored inventory levels of promotional items and restocked or sourced replacements when supplies ran low.
- Identified and contacted premium gift suppliers to obtain quotations for new merchandise options.
- Evaluated potential new items such as coffee mugs and tote bags to align with the brand's marketing strategy.

4. Managed Chinese New Year hamper gifting for key customers:

- Sourced and requested quotations from hamper suppliers.
- Placed orders and coordinated delivery logistics, ensuring hampers reached customers in different states on time.

5. Managed the recovery and verification of the company's suspended Facebook page:

- Identified the suspension issue and determined that Meta Support could only be accessed through a Meta Verification subscription.
- Subscribed to Meta Verification via the company's Instagram page to enable access to customer support.
- Communicated with Meta Support over several months to request review and reinstatement of the suspended Facebook page.

- Successfully recovered the Facebook page and completed verification to enhance security and reduce the risk of future suspensions.

6. Successfully completed Meta verification for the company's social media platforms:

- Handled the verification process for Facebook and Instagram to enhance credibility and authenticity.
- Ensured all necessary documents and requirements were submitted for approval.

REFERENCE

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