

Kasey Fong's Resume



Personal Information

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About Myself

A determined and enterprising individual, I am extremely self-motivated and has a never say die attitude. With almost a decade of working experience, I possess both proven intuitive and analytical skill valuable especially in the service industry. Serving in leadership positions enables me to be an empathic yet firm individual. Couple that with a problem solving ability, I had been recognized time after time to be an effective and meticulous employee no matter where I go.

Employment History

Mar 2016 – Present

Senior Design Consultant for Say ID Concept Sdn. Bhd.

- Manage company Online Business Channel through forum and social media
- Liaise with vendors on multiple fronts, including selecting vendors best suited for particular jobs, negotiation, expectations setting, performance monitoring etc. Handle all vendors' queries with professional precision and urgency
- Lead the meetings with stakeholders and management, ensure all actions required are handled

Sept 2015 – Mar 2016

Marketing Manager for Vapes Chamber Marketing

- Manage company's International and Local Expo Event
- Closely monitor vendor's performance from cost and quality control, sourcing requirements and other necessary administrative functions
- Manage company's Social Media presence and improve public's brand awareness to the company
- Update Managing Director on work progress and recommend solutions for tough problems

July 2012 – June 2015

Marketing Director for KS Works Sdn. Bhd.

- Handle design and build projects for new concept store of SAWARI (FELDA Subsidiaries), CUP BON Malaysia and Tea Chansii Malaysia
- Serve as company's project consultant to Aeon (M) Sdn Bhd, Tesco Stores (M) Sdn Bhd, Maju Holdings and FELDA
- Manage company's Roadshow Events and projects to ensure the work is completed on time and within requirements
- Manage company's Social Media presence and improve public's brand awareness to the company
- Ensure vendors are performing at the optimum level. Escalate to vendors' management whenever there are discrepancies
- Promoted from Marketing Manager to Marketing Director within 1 year of service

Jan 2010 – June 2012

Project Manager for S&F Dynamic Builders Sdn. Bhd.

- Serve as Interior Design Consultant for TESCO and Ministry of Domestic Trade, Co-operatives and Consumerism on Community Project TUKAR (Transformasi Kedai Runcit)
- Act as the vendors' contact for everything from enquiries, quotations & purchase orders to complaints & project update
- Maintain and ensure cost effectiveness for every details within a project
- Promoted from Junior Project Manager to Project Manager within 1 year of service

Nov 2008 – Dec 2009

Operation Manager for Majestic Spa Pte. Ltd. (Singapore)

- Establish and set up new outlets while identifying potential market opportunities
- Plan and coordinate day-to-day operations, promotions and new products launches
- Constantly review current services provided and products offered to maintain business competitiveness while maintaining solid profit margin
- Perform all aspects of administrative functions

Education History

Jan 2008 – Dec 2009 Diploma of Business Administration (Marketing)
Singapore Institute of Commerce

Jan 2003 – Dec 2007 SPM (Malaysian Certificate of Education)
S.M.K Taman Connaught

Language Proficiency

Mandarin Native Speaker

Able to fluently communicate orally in English, Bahasa Malaysia and Cantonese

Able to fluently write in English, Bahasa Malaysia and Mandarin

Other Information

Microsoft Office Suite with mastery in Word, Excel and PowerPoint

Possess Commercial Driving License with own transport in Malaysia

References

(Available upon Request)