



# Anthony Wee

Digital Marketing Manager



## PROFILE

A digital marketer who believes in the equal importance of balancing digital strategies in driving web revenue, marketing communications in managing brand awareness, and social media in optimising reach and engagement.



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## CAREER GOAL

To build a long-term career in digital marketing with opportunities for career growth to facilitate digital transformation & the movement of information, services & goods among different channels, thus, deliver excellent customer experience.

## WORK EXPERIENCE

### Digital Marketing Manager | January 2017 - Present Le Meridien Kuala Lumpur

Responsible to strategize, manage and build digital marketing plans and promotions with special offers to drive incremental business in all areas of the hotel, including rooms, restaurants, weddings and function spaces. Leverage proprietary database of the hotel, SPG Rewards and Marriott International. Manage the hotel website content and optimize hotel's presence on the web. I am also responsible to respond to the hotel's reviews on TripAdvisor, SPG Reviews, Facebook Review and Google Review, highlight critical reviews and provide the management staff with updates on the hotel's reputation on these sites.

#### Reporting, Strategies & Analysis

- ★ Driving web revenue for retail segment
- ★ Generate reports from internal & external online channels
- ★ Read monthly reports, identify market trends, analyse business performance & develop appropriate action plans aligned with goals
- ★ Measure conversion of campaigns & offers, analyse market reactions & re-strategize marketing efforts

#### Search Engine Optimisation

- ★ Working closely with appointed SEO Agency
- ★ Monitoring keyword performances monthly

#### Display Media Campaign

- ★ Determine digital campaigns to be established - paid/search engine marketing
- ★ Identifying hotel's need periods to be supported by display campaigns
- ★ Working closely with Media Agency to maximise buys
- ★ Tapping into Divisional & Regional resources

Other responsibility includes responding to every query from fans who engages with the hotel's content, engage with the fans and produce content that will reflect in high engagement between the fan and the page. The content is not only limited to images but includes Facebook and Instagram Ads for the hotel's social media campaigns.

Besides social media, I am also in charge of the hotel's email and SMS marketing in which I will provide feedback and best practices on how the visuals and copy are best used for email/SMS marketing purposes.

## WORK EXPERIENCE

Provide additional support in both the hotel's Marketing and Public Relations efforts. My tasks during my tenure with the hotel includes conducting media reviews for festive F&B periods, writing press releases and advertising copies, crafting sales and promotional design for the hotels including flyers, video production for promotional activities and distribution of promotional efforts through email marketing campaigns. I am also responsible for the digital display screens throughout the hotel and ensuring that the content that is used on the digital display screens are accurate and not out of date.

### Assistant Manager, Social Media | December 2014 - December 2015

#### MCT BERHAD

Responsible to lead, plan, implement, track & optimize the digital marketing & social media campaigns across all digital channels for Property & Mall Marketing Division. Build social media calendar, post content, advertising & viral promotion campaigns across social media platforms & blogs, & completed websites revamp.

**Achievement:** Grew One City FB Page "Likes" from 4200 to over 11,000 & "Visits" from 0 to over 85,000 (organic).

### Marketing Manager | November 2013 - December 2014

#### FRASER PLACE KUALA LUMPUR

Manage company marketing and communications functions. Direct brand management, PR, media relations, product promotion, advertising, sales collateral, online reputation management & social media marketing.

#### Achievement:

- ★ Certificate of Excellence 2014 by TripAdvisor
- ★ Travellers' Choice Award 2014 by TripAdvisor
- ★ Best of Blue Fellowship Award for Outstanding Hotel Partner Award 2014 by Booking.com
- ★ Best Serviced Residence 2014 by Best of Malaysia Travel Award

### Assistant Manager, Social Media | October 2012 - November 2013

#### DORSETT HOSPITALITY INTERNATIONAL

Initiated the implementation of the **best practice** for creating/ managing/ monitoring online content, leads and social network for hotels. Trained the hotels' top management and staffs on social media marketing, influencer engagement, outreach measurement, audience feedback and online reputation management.

**Achievement:** Grew Facebook Page "Likes" from 10,000 fans to over 13,000 fans organically within a year. Savings of USD20,000 for developing in-house hotel room & dining reservation Facebook applications.

### Trainer, Web Developer & Social Media Manager | May 2011 - October 2012

#### POWER SUCCESS TRAINING

Conducted trainings and assisted lead trainer during the facilitation of workshop/training.

**Trainings/ workshop done:** Trained more than 100 participants on Graphic Design Using Adobe Photoshop CSS, "D.I.Y. Website Builder" 1-Day workshop, "Branding for Business" 1-Day workshop, "Internet Marketing with Wordpress.com" 2-Days workshop & "Internet Marketing and Facebook Application" 2-Days workshop.

### Cosway Stockist | June 2006 - September 2011

#### COSWAY (M) SDN BHD

Responsible of the daily sales operation and customer service involving various services and products range such as health supplements, personal care, beauty care, household, car care, electrical, organic food, beverages and slimming wear. Maintained healthy store inventory by conducting periodic and monthly stock check. Organized monthly product and business opportunity trainings for members. Prepared & compiled weekly & monthly sales reports for parent company perusal.

**Achievement:** Maintained a near zero discrepancies for store inventory and generated an average of RM360,000 to RM500,000 annual sales revenue.

## PROFESSIONAL CERTIFICATIONS

- Certified Google Adwords in Search & Display (October 2016)
- Certified Customer Acquisition Specialist by Digital Marketer (2016)
- Certified Social & Community Manager by Digital Marketer (2016)
- Certified eMarketing Consultant (CeMC®) by Internet Marketing Standard Board (IMSB) Australia (2012)
- Microsoft Certified Software Engineer, Microsoft Certified Systems Administrator, Microsoft Certified Database Administrator by ExecuTrain, Bangsar (2003-2004)

## EDUCATION

### **Bachelor Degree (Honours) of IT (Software Engineering) | June 2000 - May 2003**

#### **Multimedia University, Cyberjaya**

- Developed an Online Signature Verification System as the final year project requirement
- Developed a Library Management System as the coursework requirement

### **Pre-University | June 1998 - May 2000**

#### **Inti International College, Penang**

- Multimedia University Pre-University Information Technology studies

## TRAININGS

- Understanding an ISO9001:2008 Quality Management System (2015)
- Social Media for Business - Is Your Business Social Enough by Abdul Awwal Mahmood (2014)
- Handling Difficult Customers & Service Recovery (2013)
- Social Media Summit 2013 (Online)
- Advanced Graphic Design Course (Adobe Photoshop & Adobe Illustrator) (2013)
- Advanced Video Editing Course (Adobe After Effects & Adobe Premiere) (2013)
- Social Media Management by Dechen Lau (2011)
- Train the Trainer by Dechen Lau (2011)
- Train the Trainer (T. Harv Eker) by Blair Singer (2011)
- Internet Marketing & Facebook Application Seminar Workshop (2011)

## SKILLS & STRENGTHS

- HTML/ CSS
- WordPress & Web Security
- EDM / Newsletter
- SEO
- Facebook Application
- Social Media Marketing & Advertising
- Video Marketing
- Adobe Creative Suite
- Microsoft Office
- Reputation Management
- Photography

## REFERENCES

Ms. Kattie Hoo,  
Director of Marcom,  
Dorsett Hospitality International,  
Contact No. : 016-2011340

Ms. Ong Soo Hoon,  
Group Marketing Manager,  
MCT Berhad,  
Contact No. : 016-3171322

Mr. Dechen Lau,  
Director, Speaker & Trainer  
Power Success Marketing,  
Contact No. : 012-9158618