



# Anthony Wee

## Digital Marketing



### 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 communication & digital marketing with opportunities for career growth to facilitate digital transformation & dissemination of information & services via different channels to deliver brilliant customer experience.

### WORK EXPERIENCE

#### Digital Marketing Manager | April 2021 - Present

##### Desaru Development Holdings One Sdn Bhd (Desaru Coast)

Drive all digital and social media activities, which include content and advertising on LinkedIn, Facebook, and Instagram. Manages website content, supervise social media manager & oversee social media channels content planning & execution.

#### Achievement:

- ★ Conceptualised and lead the development of the new integrated destination website with booking engine for water theme park, hotel and golf club (still in development)

#### Marketing & Communications Manager | July 2020 - April 2021

##### Eastin Hotel Kuala Lumpur

Oversee all PR, digital marketing and communication activities. Responsible for strategising, managing & building comprehensive digital marketing plans & promotions with special offers to drive incremental business in all areas of the hotel, including rooms, restaurants, weddings & function spaces. Manage the hotel website content & optimise hotel online presence. I am also responsible for managing the hotel's social media channels, Facebook, Instagram & Twitter, highlighting critical reviews & provide the hotel management with updates on the hotel's reputation on these sites.

#### Achievements:

- ★ Hotel Instagram followers' growth of more than 400% in 1 day through collaboration with Gen Halilintar (Youtubers with over 100 million followers on Youtube, Instagram, TikTok)
- ★ Revamped hotel group and hotel website with refreshed content and photos
- ★ Spearheaded and completed the hotel new photography and videography
- ★ Collaborated & sponsored venue for Amaris MyTart in their Infaq Ramadhan CSR Programme, with coverage of over 20 media, press, influencers, bloggers, celebrities and TV
- ★ Collaborated with online media platforms (Eat Travel Love, Air Asia, Lazada, Tatler Dining, AstroGo Shop, etc) to promote room & F&B offers
- ★ Hosted hotel stay and training venue for UiTM Vendetta team in the PVP Esports Campus MLBB Championships 2020, SEA region (1<sup>st</sup> runner up).

### Marketing & Communications Manager | November 2018 - June 2020

#### Capri by Fraser Kuala Lumpur (Rebranded to Invito Hotel & Residence on 1 October 2019)

Drive all Marketing & Communications and digital activities which include, review & update corporate/ marketing communication guidelines & collaterals; plan and execute print/online collaterals & marketing strategies; manages property website & social media channels content; create & execute comprehensive advertising/ public relations plan and property events; supervise marketing coordinator and freelance designer.

- ★ Worked closely with appointed SEO/SEM agency to plan the execution of digital campaigns & keyword buys
- ★ Analyse & summarise digital marketing reports for DOSM and GM while ensuring a healthy ROI
- ★ Supported radio ads advertising & managed Out of Home Advertising campaign to create brand awareness
- ★ Partnership with UOA Group & banks for room & F&B offers
- ★ Collaborated with online media platforms (TimeOut KL, ExpatGO, Grab Rewards) to promote room & F&B offers
- ★ Developed, managed and coordinated print production of collateral & sales material
- ★ Responsible for brand consistency across all communication platforms
- ★ Coordinated & managed hotel new photography for rooms, meeting & F&B

#### Achievements:

- ★ Launched the newly rebranded Invito Hotel & Residence in Bangsar South on 1 October 2019.
- ★ Launched Invito new website and social media channels

### Digital Marketing Manager | January 2017 - November 2018

#### Le Méridien Kuala Lumpur

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

#### Reporting, Strategies & Analysis

- ★ Driving web revenue for the 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

- ★ Worked closely with appointed SEO Agency to plan and execute digital campaigns
- ★ Monitored keyword performances monthly

#### Display Media Campaign

- ★ Determine digital campaigns to be established - paid/search engine marketing
- ★ Identify hotel's need periods & display campaigns by tapping into Divisional & Regional resources
- ★ Worked closely with Media Agency to maximise keywords buy
- ★ Manages PLUS Platform for digital advertising efforts include TripAdvisor, Trivago, Kayak, Google Hotel Ads, Criteo & Sojern. Return on Ad Spend (ROAS) was at least 8:1

## WORK EXPERIENCE

Other responsibility includes responding to every query from fans who engage with the hotel's content, engage with the fans & produce content that will reflect in high engagement between the fan & the page. The content is not only limited to images but also includes Facebook & Instagram Ads for the hotel's social media campaigns. Responsible for hotel's email & SMS marketing execution. Set best practices on how the visuals & copy are best used for email/ SMS marketing purposes.

### Communications & Public Relations

- ★ Work closely with regional marketing team to develop promotional campaigns & marketing initiatives.
- ★ Engaged in media relations by actively managing professional relationships with local & regional media/ influencers that benefit the hotel.
- ★ Ensure hotel & brand standards are adhered to in all written forms of communication, either issued by the hotel or the media including guestroom collateral, in-room TV system, restaurants collateral & public area brochure. Completed property Brand Standard Audit (conducted by LRA) in 2018.
- ★ Produce press releases in a timely manner, pitch press releases & feature ideas to media.

### 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 & promotion campaigns across social media platforms & completed website revamp.

**Achievement:** Grew One City FB Page "Likes" from 4,200 to over 11,000 & "Visits" from 0 to over 85,000 (organic).

### Marketing Manager | November 2013 - December 2014

#### FRASER PLACE KUALA LUMPUR

Manage hotel marketing & communications functions. Direct hotel brand management, PR, media relations, product promotion, advertising, sales collateral, online reputation management & social media marketing. Hotel website revamp with new content.

#### Achievements:

- ★ Certificate of Excellence 2014 & 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.

**Training/ 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.

## 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

**Master of Business Administration | 26 September 2020 - 26 October 2021**

**University of Sunderland, UK**

- Grade: Merit

**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

- Brand Management
- Project Management
- Media Relations
- Copywriting
- SEM / SEO
- HTML / CSS
- EDM / Newsletter
- Social Media Marketing & Ads
- Adobe Creative Suite
- Microsoft Office
- Reputation Management
- Photography

## REFERENCES

Ms. Kattie Hoo,  
Director of Marketing Communications  
(SEA Region),  
Dorsett Hospitality International  
Contact No. : 016-2011340

Ms. Vivian Choa,  
Director of Sales & Marketing,  
Sofitel Kuala Lumpur Damansara  
Contact No. : 017-3312338

Ms. Florence Tan,  
Director of Sales & Marketing,  
Eastin Hotel Kuala Lumpur  
Contact No. : 012-3359565