

ANTHONY WEE



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Assistant Director of Digital Marketing

I am a seasoned marketing professional with over 10 years of experience in digital marketing, public relations, and communications across a wide range of platforms. I have proven experience in delivering results-driven campaigns, alongside enhancing guest experience across multiple hospitality brands. I believe that I have the tenacity, skillset, and qualifications to act as a Director of Marketing and Communications.

EXPERIENCE

Assistant Director of Digital Marketing 2024-NOW

The Ascott Limited, Malaysia

- Lead SEO, SEM and Metasearch initiatives whilst liaising with corporate team, agencies, and stakeholders to drive brand growth, enhance customer engagement and optimise ROI with data-driven strategies.

Digital Marketing Manager 2022-2024

*PARKROYAL COLLECTION & Pan Pacific
Serviced Suites Kuala Lumpur*

- Lead digital marketing initiatives whilst liaising with corporate team, agencies, and stakeholders.
- Managed a seven-figure digital advertising budget and led successful pre-opening digital campaigns for both properties.
- Achieved 21%, above 15% target for Brand.com overall hotel revenue in 2022. Paid online advertising Return of Ad Spend (ROAS) - 10:1 and above.
- Managed Eco-Wellness programme launch.
- Digital marketing task force to PARKROYAL A'Famosa.

Digital Marketing Manager 2021-2022

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

- Oversee content and advertising on Google ads, display ads, LinkedIn, Facebook, and Instagram.
- Conceptualised and led the development of the RM1 million new integrated destination website with integration of booking engines for waterpark, hotels, and golf club.

Marcom & Digital Marketing Manager 2020-2021

Eastin Hotel Kuala Lumpur

- Oversee all PR, digital marketing, and communication activities.
- Hotel Instagram followers' growth of more than 400% in 1 day through collaboration with Gen Halilintar (KOL).
- Carry out projects with Amaris MyTart, Icip-icip Kampungku programme, PVP Sports Campus MLBB Championships 2020, and various media and KOL.

EDUCATION

Master of Business Administration

(2020 - 2021)

University of Sunderland, UK

Bachelor Degree (Honours) of IT (Software Engineering)

(2000 - 2003)

Multimedia University, Cyberjaya

SKILLS & COMPETENCIES

Content Planning

SEM/SEO

Media Relations

Marketing Strategy

EDM

Adobe Creative Suite

Website

SocMed Marketing/Ads

PROFESSIONAL CERTIFICATIONS

- Certified **Google Adwords** in Search & Display
- Certified **Customer Acquisition Specialist** by Digital Marketer
- Certified **Social & Community Manager** by Digital Marketer
- Certified **eMarketing Consultant (CeMC®)** by Internet Marketing Standard Board (IMSB) Australia
- **Microsoft** Certified Software Engineer
- **Microsoft** Certified Systems Administrator
- **Microsoft** Certified Database Administrator

EXPERIENCE (CONTINUED)

Marketing & Communications Manager

2018-2020

*Capri by Fraser Kuala Lumpur
(Rebranded to Invito Hotel & Residence in 2019)*

- Oversee all PR, digital marketing, and communication activities.
- Worked closely with appointed SEO/SEM agency to plan the execution of digital campaigns & keyword buys.
- Launched the newly rebranded Invito Hotel & Residence in Bangsar South on 1 October 2019.
- Launched Invito new website and social media channels.
- Developed, managed and coordinated print production of collateral & sales material.

Digital Marketing Manager

2017-2018

Le Méridien Kuala Lumpur

- Oversee all digital marketing and website content.
- Managed PLUS Platform for digital advertising efforts on TripAdvisor, Trivago, Kayak, Google Hotel Ads, Criteo & Sojern.
- Return on Ad Spend (ROAS) was consistently at minimum 8:1 ratio
- Managed TripAdvisor, SPG Reviews, Facebook Review & Google Review.

Assistant Manager, SocMed

2014-2015

MCT BERHAD & One City Properties Sdn Bhd

- Responsible to lead, plan, implement, track & optimize the digital marketing & social media campaigns across all digital channels for Property & Mall Marketing Division.
- Grew One City FB Page "Likes" from 4,200 to over 11,000 & "Visits" from 0 to over 85,000 (organic).

Marketing Manager

2013-2014

Fraser Place Kuala Lumpur

- Direct hotel brand management, PR, media relations, product promotion, advertising, sales collateral, online reputation management & social media marketing.
- Won TripAdvisor, Booking.com, Best of Malaysia Travel awards.

WEBSITE PROJECT OVERVIEW

- **Revamped, launched, and managed brand.com websites** for multiple properties, such as:
 1. MCT Berhad and One City Properties Sdn Bhd
(<https://www.avaland.com.my/>)
 2. Invito Hotel & Residence in Bangsar South (<https://invitohotel.com/>)
 3. Eastin Hotel Kuala Lumpur
(<https://kualalumpur.eastin.com/>)
 4. Desaru Coast (One&Only Desaru Coast, Anantara Desaru Coast Resort & Villas, The Westin Desaru Coast Resort, Hard Rock Hotel Desaru Coast, Adventure Waterpark Desaru Coast, The Els Club Desaru Coast)
(<https://www.desarucost.com/>)
 5. PARKROYAL COLLECTION Kuala Lumpur
(<https://www.panpacific.com/kualalumpur>)
 6. Pan Pacific Serviced Suites Kuala Lumpur
(<https://www.panpacific.com/en/serviced-suites/pp-ss-kuala-lumpur.html>)

REFERENCES

Ms. Kattie Hoo,

Director of Marketing Communications
(SEA Region)

Dorsett Hospitality International

☎ 016-2011340

Ms. Mah Yoke May,

Director of Marketing & Communications
Banyan Tree Group

☎ 016-2469886

Ms. Wee Chee Juan (CJ),

Director of Sales

The Ascott Limited, Malaysia

☎ 012-3225685