

# ANTHONY WEE

## Assistant Director of Digital Marketing



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Results-driven digital marketing leader with over 10 years of experience delivering measurable growth in the hospitality and tourism sectors. Specializes in driving revenue through innovative marketing strategies, SEO/SEM optimization, and data-driven decision-making. Recognized for successfully managing multi-million-dollar budgets, launching pre-opening campaigns, and leading cross-functional teams to achieve outstanding ROI. Passionate about leveraging technology and creative solutions to elevate brand visibility and enhance customer engagement.

## PROFESSIONAL EXPERIENCE

### Assistant Director of Digital Marketing 2024 - Present

*The Ascott Limited (Ascott International Management Malaysia)*

- Spearheading regional digital marketing strategies, aligning with Ascott's overarching business objectives.
- Maximizing web revenue growth through strategic SEO, SEM, metasearch, and social media campaigns.
- Leveraging customer insights to optimize audience segmentation, engagement, and loyalty programs.
- Managing a multimillion-dollar digital ads budget, delivering exceptional results with a 12:1 ROI, \$1.4 million for web and \$1.6 million for metasearch revenue.

### Digital Marketing Manager 2022 - 2024

*PARKROYAL COLLECTION & Pan Pacific Serviced Suites KL*

- Managed a seven-figure digital advertising budget, achieving a Return on Ad Spend (ROAS) exceeding 10:1.
- Successfully led pre-opening campaigns for two properties, contributing 21% to hotel revenue (web target 15%).
- Launched the Eco-Wellness program and served as a task force member for PARKROYAL A'Famosa Malacca.
- Led the eShop program's online voucher sales, generating nearly RM1 million from the Ramadan buffet promotion and ranked among the top three properties globally in total eShop revenue.

### Digital Marketing Manager 2021 - 2022

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

- Conceptualized and launched a RM1 million integrated destination website with booking engine integration for waterpark, hotels, and golf club.
- Increased brand visibility through targeted ad campaigns on Google, LinkedIn, Facebook, and Instagram.

## 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

- Google Adwords (Search & Display)
- Certified Customer Acquisition Specialist ([DigitalMarketer](#))
- Certified Social & Community Manager ([DigitalMarketer](#))
- Certified eMarketing Consultant (CeMC®) - Internet Marketing Standard Board (IMSB), Australia

## PROFESSIONAL CERTIFICATIONS

### Digital Marketing Certifications:

- Google Adwords (Search & Display)
- Certified Customer Acquisition Specialist ([DigitalMarketer](#))
- Certified Social & Community Manager ([DigitalMarketer](#))
- Certified eMarketing Consultant (CeMC®) - Internet Marketing Standard Board (IMSB), Australia

### Technical Certifications:

- Microsoft Certified Software Engineer
- Microsoft Certified Systems Administrator
- Microsoft Certified Database Administrator

**Marcom & Digital Marketing Manager** 2020 - 2021

*Eastin Hotel Kuala Lumpur*

- Increased Instagram followers by over 400% within a day through collaboration with key opinion leaders (KOLs).
- Oversaw the "Icip-icip Kampungku" program and PVP Esports Campus MLBB Championships 2020, elevating brand recognition.
- Developed and managed marketing collateral, including print materials, sales content, and event branding.

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**Marcom Manager** 2018 - 2020

*Capri by Fraser Kuala Lumpur*

*(Rebranded to Invito Hotel & Residence in 2019)*

- Directed all PR, digital marketing, and communication initiatives, ensuring alignment with organizational goals.
- Collaborated strategically with the appointed SEO/SEM agency to design and implement impactful digital campaigns and keyword strategies.
- Spearheaded the successful rebranding and orchestrated the launch of Invito Hotel & Residence in Bangsar South on 1 October 2019.
- Established and debuted Invito's new website and social media channels, enhancing the brand's digital presence.
- Designed, produced, and supervised the creation of print collateral and sales materials to support marketing and sales efforts effectively.

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**Digital Marketing Manager** 2017- 2018

*Le Méridien Kuala Lumpur*

- Led all digital marketing initiatives and optimized website content to drive brand awareness, engagement, and conversions.
- Managed the PLUS Platform to execute high-impact digital advertising campaigns across TripAdvisor, Trivago, Kayak, Google Hotel Ads, Criteo, and Sojern, maximizing audience reach and campaign effectiveness.
- Consistently delivered a stellar Return on Ad Spend (ROAS) of 8:1 or higher, surpassing performance benchmarks and ensuring optimal budget utilization.
- Elevated the brand's online reputation by managing and enhancing guest feedback on TripAdvisor, SPG, Facebook, and Google, fostering trust and loyalty among target audiences.

**WEBSITE PROJECTS**

**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.desarucoast.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),**

Country Director of Sales

*Ascott International Management Malaysia*

☎ 012-3225685