

CHUN HUI NI

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WORK EXPERIENCE

Senior Executive, Social Media Management

Mar 2021 – Nov 2024

MC² by GroupM

- Managed the team of 3 writers to deliver engaging social media content for over 10 brands monthly.
- Actively involved in client pitches, eventually taking the lead on securing 6+ long-term clients over 3 years.
- Drove social media strategy across diverse industries ensuring tailored content that aligned with each brand's unique objectives.
 - Prominent brands: *Sushi King, Continental, Magnum4D, HLeBroking, IPC Shopping Centre.*
- Built a TikTok presence from scratch for Sushi King brand, growing the account to 11K followers in less than a year through engaging and relevant content strategies.
- Led brainstorming sessions to inspire fresh ideas and guide the team in developing engaging, trend-driven monthly content aligned with brand goals and boosting engagement.
- Streamlined team workflows by leveraging strengths, reallocating resources, and prioritizing tasks to enhance productivity across brands and campaigns.
- Managed the team's creative workflow and project timelines, consistently meeting deadlines and resolving issues efficiently across multiple brands and campaigns.
- Proactively managed client feedback, resolving all concerns within a timely manner, and fostering strong relationships despite tight deadlines.

Digital Marketing Executive

Oct 2018 – Jan 2021

Hap Seng Star Sdn. Bhd.

- Grew Facebook followers by 10,000 organically in 1.5 years, achieving 8% engagement and high sales conversions through creative content and relationship building.
- Developed and executed digital marketing strategies, including content creation, media buying, and performance reporting.
- Produced digital assets (banners, EDMs, signage, billboards) to support campaigns and enhance brand presence.
- Updated and maintained the company website, ensuring accuracy and optimized user experience.
- Self-taught digital marketing tools and strategies, delivering innovative solutions for business growth.

Corporate Communication and Public Relations Intern

Jan – Jul 2018

Mercedes-Benz Malaysia Sdn. Bhd.

- Supported PR and Corporate Communication team with media pitches, daily media coverage, and copywriting assistance.
- Coordinated media test drive schedules and events, including press conferences and launches.
- Liaised with media partners to ensure smooth execution of PR activities.

EDUCATION

University of Malaya

Bachelor's Degree of Business Administration

Kuala Lumpur

2014 – 2018

SMK Seri Kota

STPM Art Streams

Bukit Serindit, Melaka

2012 – 2013

SKILLS & INTERESTS

Digital Marketing : Google Analytics, Facebook Business Manager, Google My Business
Graphic Design : Adobe Photoshop, Adobe Illustration, Adobe Premiere Pro
Content Editing : Microsoft Office Applications (Word, Excel, PowerPoint, Publisher)
Language : English, Mandarin, Bahasa Melayu