

# LAW VEN YONG

## BRAND MANAGER

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### PROFESSIONAL SUMMARY

Results and data-driven Brand Manager with 12 years of experience in Branding & Marketing. With an extensive experience in Branding & Digital Marketing, I have led teams to build memorable brand image, deliver digital marketing plans that drive revenue, and achieve strategic business goals in a wide variety of industries.

I take visions and shape them into successful brand. I can help you discover what makes your brand unique and outshines your competition online with creative and data analytic skill.

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### WORK EXPERIENCE

#### **Brand Manager - 08/2020 to Present** **UR Group, Penang**

- Evaluate brand image and awareness and ensure ad placement relevancy with optimum ROI in Social Media.
- Develop engaging content and drive brand engagement in Social Media.
- Develop membership strategy to boost customer retention and build customer loyalty.
- Promoted brand awareness through the development of company website and social media platform.
- Managed communication of cross-functional teams, as well as relationship between brand and client.
- Review and analyse consumer insights, competitors, market trends and opportunities for both brands and new products.

#### **Brand Consultant - 08/2019 to 07/2020** **EM3 Consultancy Sdn Bhd, Penang & KL**

- Review and analyse brand and campaign performances against goals and create plans to meet goals, drive revenue, share and growth for client's brand.
- Oversee client's promotion plans and strategy to ensure that plans in line with brand activities and revenue targets.
- Conceptualize and design marketing materials and social media posts for client's brand.

#### **Art / Creative Director - 07/2015 to 07/2019** **Italic Concept Sdn Bhd, Penang**

- Directed creative team to produce new ideas for client's company branding, promotional campaigns, and marketing communications.
- Supervising department's daily workflow, assigning project workloads, and monitoring deadlines and budgets.
- Creating and implementing tailored marketing plans based on individual client requirements.

#### **Sr. Graphic Designer - 03/2014 to 06/2015** **Ken Ray Communications, Penang**

- Design and bring client's brief and concept to life based on the required needs and vision
- Design & develop graphics to meet specific promotional and business needs such like logos, packaging, advertisements, magazines, banners, billboards, brochures, and more

#### **Sr. Graphic Designer - 08/2012 to 03/2014** **Branding @ Hekty, Penang**

- Establish creative direction for client's company within brand guidelines
- Design impactful marketing material for specific sales and marketing needs
- Manage multiple projects within design specifications and budget restrictions

## EDUCATION & CERTIFICATIONS

### Diploma in Graphic & Multimedia Design

Equator Academy of Art | 2008 – 2010

### DMC Professional Certificate in Digital Marketing

DMC Training | 2019 - 2020

### SPM Qualifications

SMK (C) Chung Ling

### Certification in Train The Trainer (TTT)

HRDF Certified Trainer

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## SKILLS

- **Brand Positioning**

Differentiate your brand from your competitors in the market. Create a unique value proposition (USP) for your brand and communicate the value to your target audience.

- **Brand Management**

Ensure brand consistency across all media and digital marketing strategies. Develop brand guidelines, shape and communicate company vision and mission, align brand purpose and promise internally and express it externally.

- **Brand Marketing**

Identify long-term brand marketing goals, translate your brand story into marketing strategies. Monitor market trends, research consumer markets and competitors' activities.

- **Brand Development**

Kickstart your brand journey by defining your brand story and design visual identity that ensures the value of your brand is being shown through logo design, brand guides and corporate stationery

- **Digital Marketing**

Plan, implement and monitor digital marketing campaigns across all digital networks. Increase brand awareness through the digital space as well as driving website traffic and acquiring leads and customers online.

- **Social Media Management**

Create, publish and analyze content on social media platforms. Develop strategies to gain more brand awareness, monitor online reviews, collaborate with influencers, measure and report on social media performance and ROI.

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## LANGUAGES

**Chinese** – Proficient

**English** – Proficient

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## SOFTWARE SKILLS

**Microsoft Word** – Proficient

**Microsoft Excel** – Proficient

**Microsoft Power Point** – Proficient

**Google Workspace** – Proficient

**Adobe Photoshop** – Proficient

**Adobe Illustrator** – Proficient

**Adobe InDesign** – Proficient

**Facebook & Google Analytics** – Proficient

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