**RESUME**

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**PERSONAL DETAILS**

**Name : Lee Ee Yong (Yonnie)**

**Sex : Female**

**DOB : 23rd February 1976**

**Add : 11-3-5, Coastal Towers ,Persiaran Tanjung Bungah 2,**

**Tanjung Bungah , 11200 Penang.**

**Email :** [lee.yonnie@gmail.com](mailto:lee.yonnie@gmail.com)

**Phone: 012-431 7728**

**Language Spoken : English,Bahasa Malaysia, Mandarin, Hokkien**

**Language Written : English and Bahasa Malaysia**

**SUMMARY OF EXPERIENCE**

**A highly organized and meticulous person with over 20 years of experience in Construction**

**Building material. Exposed in planning and marketing strategy. Giving briefing and training**

**And Customer relationships.**

**PERSONAL STRENGTHS**

**Initiative, fast learner,team player, result oriented, responsible, work well under pressure,**

**Interested in exposure to new challenges and environment. An independent and self-motivated.**

**Aggressive with ability to lead and good interpersonal communication skills to work at all**

**Organization levels.**

**EDUCATION BACKGROUND**

Primary : Penang Island Girls School

Secondary : St George’s Girls School (SPM)

Tertiary : Rima College – ABE Certificate

Compusonic Computer Centre – UBS Course

Computer Skills : Microsoft Outlook, Microsoft Word, Microsoft Excel.

Hong Leong Management : Interpersonal Skills

: Leading Throuh Effective Influencing Skills

Licensing in Investment Link and Life Insurance, Takaful products and Unit Trust.

**EMPLOYMENT BACKGROUND**

1997-2000

**NEW BOB REALTY - Property Executive**

**‘\*** Represent Owner / Landlord

‘\* Taking charge of group of company properties, Commercial and Residential

‘\* Put up advertisement or publication of Properties for Sale and Rental.

‘\* Take charge of appointment and viewing session.

‘\* Liaise with Buyers and Tenants to enable closing of Sales

‘\* Liase with Bank and Solicitors for documentation, Tenancy and Sales and Purchase

Agreement.

2000-2010

**GUOCERA MARKETING – Marketing Executive**

**‘\*** Overlooking of Branch operations.

‘\* Looking for new projects/prospects.

‘\* Liaise with mainly with architects and consultancy for project specifications

‘\* Liaise with Developers, Contractors and Tilers for proposal.

‘\* Servicing of Retailers such as Tile Showrooms. Interior Designers and Hardware Dealers.

‘\* Attending to site complain from time to time.

‘\* Conduct products briefing and Technical Knowledge to Developers and Universities.

‘\* Arrange Factories visit whenever necessary.

2010-2012

**CIMB Bank – Personal Financial Consultant**

**‘\*** Identifying new business opportunity and selling prospect

‘\* Maintaining relationship with Clients

‘\* Planning sales and campaign execution

‘\* Give products presentation to clients

‘\* To engage and work closely with Corporate, and SME sales for Enterprise banking

‘\* Consultation for Mortgage loans, Enterprise banking loans, Overdraft, Bancasurrance,

Investment – Unit Trust.

‘\* Liaise with Lawyers, Real Estate agents and Land Surveyor.

2013-February 2022

**HONG BEE HARDWARE CO SDN BHD-Marketing Manager**

## **Job Overview**

## **. Implementing Marketing Strategies**

. Exploring to market needs and trends.

. Targeting on new products from time to time and to identify competitions

. To build good rapport with clients and government bodies, JKR and PDC

## **Responsibilities and Duties**

. Co-ordinate and undertake the responsibilities of my department.

. To ensure our department runs smoothly.

. Targeting new project launches and prospects.

. Identify market situations and competitions in order to sustain our sales and market shares.

. Schedule appointments with developers, contractors and plumbers.

. Liaise with Architects, Consultants and Quantity Surveyors for project specifications.

. Attending to the Site meetings and attending to site complaints.

. Visiting to our dealers or retailers namely the Hardware Shop, Tiles and Sanitary ware

Showrooms from time to time.

. Communicate and negotiate with suppliers or manufacturers on matter arises.

. Overlooking on account collections.

. Prepare Tender documents and to attend Tender interviews (if any)

. To give briefing and updating my team on new products launched.

. Assist branches on product knowledge, complaints, deliveries and updates.

**Hospital Projects under my specifications, just to name a few**

- Bagan Specialist Hospital

- Hospital Seberang Jaya

- Pantai Hospital Penang

- KPJ Hospital Sungai Petani

-Hospital Balik Pulau

- Triple One

Present

**GREENCITY GARDEN DEVELOPMENT SDN BHD - Sales and Marketing Manager**

**Job Overview**

**.** Responsible for the Sales Gallery and Show unit.

**.** Reception of the potential buyers, walked-in and by appointment

**.** Responsible for organizing sales environment before and after viewing event.

**.** Follow-up on the sales process, signing of Sales and Purchase Agreement.

. Liase with of panel lawyers and bankers .

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**Responsibilities and Duties**

**.** To do market survey on the property market, competitors property.

**.** To liaise with property agents and marketing consultation.

**.** To manage sales lead.

**.** Undertake the preparation of the Booking Form, Sales Package Confirmation and

Sales and Purchase Agreement.

**.** Monitoring and arranging for the bank loan application.

**.** Planning and executing sales exhibitions

**.** Prepare weekly and monthly sales report.

**.** Survey and gain knowledge about real estate markets and best conducts.