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Block 98, Commonwealth Crescent a
#01-38, 140098 Singapore

Meerly
WANG

PROFILE

- :: Reliable, enthusiastic and self-motivated individual devoted to excellence.
- :: Strong communicator and team leader with a pulse on ever-changing industry trends.
- :: Proven ability to successfully analyze an organization's business requirements, identify potential opportunities, and develop innovative and tactical business solutions for enhancing competitiveness, increasing revenues, and improving customer service offerings.

EDUCATION

<i>Year</i>	<i>Institution</i>	<i>Qualification</i>	<i>Grades</i>
2002	Sek. Men. Jen. Keb. Sin Min	SPM	8As
2006	Equator Academy of Art	Diploma in Graphic & Multimedia Design	CGPA 3.46
2008	Limkokwing University	Bachelor (Hons) Professional Design	CGPA 3.91

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe Freehand
CorelDraw
Html, Css, Javascript

PROFESSIONAL EXPERIENCES

Sep 2006 - Oct 2007

EXCARD Corporation Sdn. Bhd.

www.excard.com.my

WEB & PRODUCT DEVELOPMENT

WEB

- :: Create, manage and maintain company website, with key responsibility for creation of web content.
- :: Provide project leadership to design team and programmers on the design and development of a product/service including: concepts, budget control, production timetable, status reporting, project team coordination, and quality assurance.
- :: Responsible for quality assurance of all web design projects, including web usability, accessibility, testing and debugging
- :: Provided experience and knowledge of usability as well as customer experience for all projects.
- :: Work together with sales & customer department for better web solution.
- :: Involve in planning and execution of marketing campaign to promote printing products on and offline.

PRINT

- :: Contribute to the print graphic design needs of the company such as corporate stationary, flyers, direct mails, newspaper and magazine advertisements.
- :: Brain storm and prototyped improvements and new features for the company's member sales kit.
- :: Photographed subject matter for print and website.

OTHER RESPONSIBILITIES

- :: Held a presentation with Product Development team for sales & customer departments when new product/service launch.
- :: Incharge of A&P department skill improvement, including designing skill, new application and internet technology.
- :: Translate all copy writings from English to Chinese.

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Nov 2007 - Jan 2008

ThinkAds Pte Ltd, Singapore

www.thinkads.com.sg

GRAPHIC DESIGNER

- :: Plan, analyze, and create visual solutions to communications problems.
- :: Determine the needs of the client, the message the design should portray, and its appeal to customers or users.
- :: Prepare sketches or layouts by hand or with the aid of a computer to illustrate the vision for the design.
- :: Selecting the type of paper and ink for the publication and reviewing the mock-up design for errors before final publication.

2007-2010

FREELANCE WEB DEVELOPMENT

- :: Developed and maintained long-term client relationships with clients vary in size from start-ups to large corporations.
- :: Developed and negotiated new business proposals with existing and new clients
- :: Clarified client requirements, business needs and project objectives, via frequent client meetings and feedback sessions.
- :: Coordinated multidisciplinary team of designers and developers to meet deadlines, budgets, and client demand.
- :: Propose and execute online marketing campaign to clients according to their business objective.

Mar-May 2009

5G Media Berhad

www.5g.my

ART DIRECTOR

- :: Managed marketing program process from development through execution, directed client relations, monitored budgets, creative development, print production, and identified additional marketing opportunities to promote 5G as Malaysia's No.1 new stream chinese media.
- :: Responsible for the coordination, guide and trainings for creative direction and corporate image.
- :: Create integrated strategies to develop brand/product evolution and media endorsement.
- :: To provide online marketing strategy to promote company's program. (Email Newsletter, Social Media Platform)
- :: Manage all thirdparty vendors for program execution, cultivating and sustaining successful relationships.

Jul 2009 - Jul 2010

TOYO Photo Products Sdn Bhd

BUSINESS DEVELOPMENT EXECUTIVE

- :: Responsible on core deliverables such as increasing brand awareness, bringing in new customers, and coordinating public relations efforts.
- :: Developed and executed marketing strategies to optimize coverage and opportunity detection (organizing event, sponsoring competition, customer site visits)
- :: Dealing with multinational workforce from Singapore, United States, United Kingdom, Philipines, Indonesia, Isreal.
- :: To establish good rapport with customers and assist in identifying business opportunities.
(contribute to strategy, status, and follow-up meetings)
- :: Pre-sales Activities: Assisting with sales proposals, tender responses, demonstration of software to prospective customers and discussions with them concerning the ways in which the packages can be used to meet their requirements.
- :: Offer coaching and deliver presentations to prospective client meeting on Web-to-Print, photobook printing, or 1 to 1 Direct-marketing business.
- :: Develop promotional materials including marketing collateral and print copies.
- :: Maintaining extensive knowledge of current market conditions and reporting this to key staff and clients by attending workshop/conference/site visits in various countries.
- :: Adopt a team approach; work with others in pursuing common goals.

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Sep 2010 (current)

Xpress Holdings Ltd.

www.xpress.sg

SENIOR PRODUCT EXECUTIVE

- :: Develop product roadmaps and market strategy for Xpress Print Station Website and manages its successful implementation across Xpress Print Stations network.
- :: Manage all aspects of product development and rollout, including requirements documentation, features & functionality, optimizing user experience, product quality, technical and operational performance, on-time delivery, etc.
- :: Understands the customer and prioritizes the enhancements of the technical platform as well as the production and maintenance of the web content.
- :: Planning and executing campaigns leveraging emerging media to strengthen customer relationships and advance sales efforts.
- :: Responsible for strategic planning and implementation of marketing plans
- :: Oversees the design process, development and launch of new product offerings and promotional materials
- :: Develops and delivers internal presentations and communications to keep all related department up to date on all Product Development innovations and activities.

CO-CURRICULUM

2002 Sek. Men. Jen. Keb. Sin Min

- :: Represented Kedah State in various National Basketball Championship
- :: Talented Athletic 2001, 2002
- :: Committee Member of Red House, Girl Guide, Consumer Club, & Basketball Club

2003-2006 Equator Academy of Art

- :: Provide leadership in various events: Fellowship Day 2003, Halloween Party 2003, Valanetine's Party 2004, Playground Party 2004, EAA Day 2005, Pirates of the Orient Camp 2005, Starry Starry Night BBQ Party 2006
- :: Deputy President, Student Representative Council

2007 EXCARD Corporation

- :: Usherer & Performance Team, 8th Annual Dinner 2007 & 11th Anniversary 2007
- :: Bowling Competition Aug 2007, 1st Runner Up

2008 Limkokwing University

- :: Art Director, DEFYING GRAVITY - Professional Design Graduates Showcase 2008

2009

- ACE Certified Group Fitness Instructor, Level 1