

# Eunice Low

## Marketing & General Business

Phone: (012) 267-3303

E-mail: eunicelty@hotmail.com

linkedin.com/in/eunicetainyung

## Skills & Abilities

### Marketing Analytics:

Tableau	Nielsen Connect
GfK MRI	Meltwater
Mintel	Statista
Qualtrics	SPSS
Data Analysis	Visualization
Infographics	Google Analytics

### Digital & Social Media Marketing:

Keyword Research	Ad Design
On-Page SEO	YouTube SEO
Traffic Campaign	SEMRush
Adobe Creative Cloud (InDesign, Photoshop, Illustrator)	
Piktochart, Canva	
Audience and Outreach Planning	
Social Media	

### Other skills:

Customer Relations Management (CRM)

Project Management

Vendor Management

Marketing and Sales

Public Speaking and Presentation

Microsoft Office (Word, PowerPoint, Excel, Publisher)

## Languages

English	Mandarin
Malay	Cantonese
Hakka	

## Volunteer, Activities & Achievements

Diether H. Haenicke Scholarship

Sunway Entrance Scholarship

Tutor Burmese refugees

Active involvement at local church for events, fundraisers etc.

Assisted in Food Pantry operations

## Education

WESTERN MICHIGAN UNIVERSITY, HAWORTH COLLEGE OF BUSINESS, KALAMAZOO, MI

Bachelor of Business Administration

Graduation: April 2020

Major: Marketing

CGPA: 3.93

Minor: General Business

## Leadership Experience

SUNSEEKER SOLAR CAR PROJECT, WESTERN MICHIGAN UNIVERSITY

Head of Operations

Mar 2019—July 2020

- Organized logistics for 20+ exhibitions & events that organization went to, that fostered relationships with local community
- Strategized and supported business operations of building a \$174,000 solar car
- Collaborated with engineers to streamline 2 semesters of operations.

CENTRE FOR AMERICAN EDUCATION, SUNWAY UNIVERSITY, MALAYSIA

Head of Communications, Student Committee

Jan 2017—May 2017

- Identified business opportunities, developed marketing tactics and vendor management skills by sourcing for and liaising with external vendors to be in bazaars to obtain and grow revenue for student organization
- Worked with, motivated and lead team to effectively communicate with businesses in a multicultural and multilingual setting, made decisions and judgments that enabled successful execution of bazaars. Increased surplus in budget by 400%, bringing student organization out of MYR7,500 debt.

## Work Experience

AUXILIARY ENTERPRISES, WESTERN MICHIGAN UNIVERSITY

Student Marketing Assistant

July 2019—Mar 2020

- Planned and executed digital marketing initiatives such as email, social media and display advertising campaigns for 8 departments' marketing projects
- Produced and managed 7+ social media campaigns for tournaments, exhibitions, events, and shows using Adobe Creative Cloud
- Created and maintained content with Hootsuite for social media (Instagram, Twitter, Facebook, and LinkedIn) and departments' websites. Grew online presence by (on average) 200% for 3 departments
- Initiated partnership between WMU Esports and International Student Activities.

DAHMAKAN, KUALA LUMPUR, MALAYSIA

Customer Relations Manager and Sales Promoter

May 2017—July 2017

- Closed sales of products, achieved KPI of MYR600 daily and grew revenue sales
- Led and conducted consumer survey efforts, contacted average of 60 clients daily, analyzed customer feedback for improved customer relations and retention of clients, refined customer service skills
- Generated insights, attained better understanding of customer trends and expectations for packaging, quality, and distribution channels of healthy food delivery in Southeast Asian market
- Engaged in omnichannel marketing, executed marketing plan.

CENTRE FOR AMERICAN EDUCATION, SUNWAY UNIVERSITY

Assistant to Head of Partnerships/Student Engagement

May 2017—July 2017

- Managed wide database of information, created posters and content, wrote newsletters for students and faculty members
- Planned, participated in and handled logistics for various events. Provided ad hoc support for administrative office duties.