HWEE SANN CHOO

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CONTACT

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d.o.b 18th DECEMBER 1989

OBJECTIVE

Seasoned digital marketer with 5+ years of experience building and implementing strategies focused on SEO, Sizmek Platform, Google Adwords, and Facebook Ads. Successfully grew organic revenue by 82% in 4 months through a content creation and link-building strategy.

PERSONAL GOALS

I strive to continuously improve myself in today's challenging society and remain competent by acquiring various skills through gaining experience and knowledge from social and commercial exposure.

LANGUAGE SCHOOL(S)

SOGANG UNIVERSITY KOREAN LANGUAGE EDUCATION CENTER KOREAN LEVEL 5

서강대학교 한국어 교육원 5급

PERSONAL ATTRIBUTES

SKILLS & STRENGTHS
- Resourceful
- Responsible
- Ability to plan, organize and prioritise work
- Team Player
- Ability to wear multiple hats
- Detail Oriented
- Good Interpersonal Skills
- Adaptable & Flexible
- Delivering Results with the right quality and in a timely fashion

AREA(s) FOR GROWTH
- Expanding knowledge regarding relevant issues
- Exploring personal/ professional dynamics

LANGUAGE PROFICIENCY

Spoken: Fluent in English, Mandarin, Malay, Cantonese and Korean
Intermediate in Hakka
Written: Good in English, Mandarin, Malay, and Korean

EDUCATION

PURDUE UNIVERSITY, INDIANA, USA // 2010-2012
BSc in Computer Graphics Technology concentrating in 3D Animation
CGPA: 3.8/4.0
Additional Standing: Graduated with Distinction and Dean's Semester's Honor List

ASIA PACIFIC INSTITUTE OF INFORMATION TECHNOLOGY (APIIT), MALAYSIA // 2007-2009
Computer Science specializing in Multimedia Computing
CGPA: 3.5/4.0

TECHNICAL SKILLS

ANIMATION & GRAPHICS TOOLS

Tool	Rating	Tool	Rating
Autodesk Maya	★★★★☆	Adobe Flash	★★★★★
Adobe Photoshop	★★★★★	Corel Draw	★★★★★
Adobe Illustrator	★★★★★	ULEAD	★★★★★
Adobe InDesign	★★★★★	Catia	★★★★☆

3D SPECIALTIES

Tool	Rating	Tool	Rating
Modelling	★★★★☆	Lighting	★★★☆☆
Texturing	★★★☆☆		

HTML EDITING TOOLS

Tool	Rating	Tool	Rating
Adobe Dreamweaver	★★★★☆	Visual Studio	★★★★☆
Google Web Designer	★★★☆☆	Adobe Edge	★★★★☆

VIDEO EDITING TOOLS

Tool	Rating	Tool	Rating
Windows Movie Maker	★★★★★	Adobe Premier	★★★★☆
Autodesk Composite	★★★★☆	Sony Vegas	★★★★☆
Adobe After Effects	★★★★☆	iMovie	★★★★★

PROGRAMMING LANGUAGE(S)

Language	Rating	Language	Rating
C	★★★★☆	Visual Basic.NET	★★★★☆
C#	★★★★☆	ASP.NET	★★★★★
Java	★★★★☆	SQL Server	★★★★☆
MEL Scripting	★★★☆☆	HTML	★★★★☆
Actionscipt 2.0	★★★★☆		

MICROSOFT OFFICE

Tool	Rating	Tool	Rating
Office Suite	★★★★★	Microsoft Visio	★★★★★
Microsoft Project	★★★★★		

Wits Mobility Inc. (Udigo App), Senior Research Engineer
(주)위츠 모빌리티 (어디고), 선임연구원
Gangnam, Seoul, South Korea // Aug '18 – Present

Project Manager
- Led the development team and coordinated between the Vietnam and Korea development team for the execution of Udigo Carpool app
- Understand the features and changes in product requirements & support the sprint planning exercises.
- Managed priorities among concurrent projects and support the marketing team to launch new products and services on time.
- Assisted in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Developed project plan to monitor and track progress to ensure that all tasks are delivered on-time, within scope and within budget and analyzed the successful completion of short and long-term goals using Jira and Confluence
- Created and maintained comprehensive project documentation through Confluence
- Translated all documents from Korean to English for easy reference for the development team that sits in Vietnam
- Discussed with other team leads and take detailed ordering briefs and clarify specific requirements of each project
- Developed spreadsheets, diagrams and process maps to document needs as well as better reference for the development team
- Conducted QA and App Test (both Alpha and Beta[road test]) before the release of every version
- Main communicator between the Vietnam's R&D team and the Korea Ops and marketing team to under stand the business goals and objectives as well as to help define product requirements and road map.
- Managed Google Play and AppStore Connect for both Udigo's Driver and Rider's app

Marketing and Digital Marketing Manager
- Developed brand awareness and online reputation and increased service reach by almost 50% for both Apps through online and offline campaigns
- Grew SNS visitors through Google Ads' Video and Search campaign as well as App Installs conversion by 48.8% through Google Ads' App campaign, Instagram and Facebook Ads by 40% since within a duration of one month
- Total of 7,145 app installs within 3 months for Udigo Carpool app and 12,802 app installs for Udigo Driver App within 6 months, 93% of which is through digital advertising.
- Administrated the creation and publishing of relevant, original, high-quality content (for all channels and ads such as Facebook, Instagram, Naver, Youtube, Kakao, Google AdWords, etc.) and boosted site visits by 83% in 2 months.
- Created and managed advertising campaigns using Facebook AdManager and Google Adwords as well as generated inbound traffic through CPC, CPM and CPA
- Integrated all channels of marketing (social media, SEO, content marketing, print and digital marketing)
- Managed, developed ideas and oversee all digital advertising campaigns as well as offline marketing campaigns.
- Built and executed social media strategy through competitive research, platform determination, bench marking, messaging and audience identification
- Generated, edit, published and shared daily content (announcements, images, video and HTML) to improve brand awareness and gain more users
- Maintained Udigo's website using HTML5, PHP, CSS, including notice and announcement boards both web and app through Wordpress
- Set up and optimized company pages within each platform to increase the visibility of company's social content
- Liaised with external vendors to execute promotional events and campaigns
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, advertisements, etc.)
- Analyzed marketing data (campaign results, conversion rates, traffic, target audience etc.) through Google Analytics as well as Googly Play Store (Firebase) analytics to help shape future marketing strategies

UI/UX Designer & Graphic Designer Team Lead

- Led a team of 4 and responsible for all the UI/UX design for both Udigo Driver and Rider's app
- Led redesign efforts to refocus product before launch. Launched both Udigo Driver and Rider's app
- Increased conversions by 48.8% and increased user satisfaction by 60% with redesigned app
- Overcame Udigo Carpool's app related challenges such as usability, design, functionality through competitor and qualitative research
- Discovered and leveraged customer insights to create a better app experience and optimized existing layout adjustments.
- Researched and identified problems through stakeholder talks and user research in the mobility industry.
- Provided design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction and Visual Design, Prototyping, and User Testing across mobile products and validated workflows and interfaces through iterations.
- Designed Udigo's branding including logo, website, marketing goods and merchandise, brochures, logos, advertisements, and other communication materials.
- Developed UI mockups, prototypes as well as flowchart that clearly illustrate how the app and site function looks like and shared it through Invision which will help team to visualize ideas
- Identify and troubleshoot UX problems (e.g. responsiveness for each device platform)
- Worked closely with developers to develop product style guides and drive alignments
- Prototype, app design and marketing designs were done using Adobe's Creative Suite—including Photo shop, Illustrator, InDesign, etc as well as Sketch.
- Designed the Udigo Carpool app's screenshot view for both Android's Google PlayStore and iOS' App Store

Sizmek (SEA) Sdn Bhd, Senior Creative Specialist
Kuala Lumpur, Malaysia // Aug '15 — Aug '18

- Responsible for the Hong Kong, Taiwan, Malaysia, Philippines, Singapore and Vietnam market as well as Rolex Korea campaign
- Platform API integration from client's HTML, CSS and Javascript files
- Provided webinar and creative training to direct clients, media and creative agencies
- Creative Repurposing/ Production from PSDs, HTML files, GWD, Adobe Edge, etc.
- Developed fully interactive rich media ad units intended to engage users
- Troubleshoot HTML5 technical issues and guided client on how to solve various technical issues on HTML5, CSS, JavaScript, etc.
- Provided technical support and guidelines to media agencies, creative agencies and online publishers face to face or over the phone to ensure creative and technical issues are resolved in a timely manner
- Provided HTML5 and Sizmek Platform trainings to renowned Creative Agencies such as Leo Burnett, M&C Saatchi, Saatchi & Saatchi, New Straits Times (NSTP), Entropia, Dentsu, Mitsubishi, etc...
- Supported Sizmek SEA, Hong Kong and Taiwan's Sales & Client Servicing team members throughout the whole campaign cycle in order to ensure a smooth workflow
- Encoded Client Videos to create Online Video Ads (VAST, VPAID)
- Responsible for internal video editing for the sales team
- Created various HTML5 banner templates, HTML5 guides as well as video tutorials for clients
- Created mock up designs (i.e: storyboarding, banners, etc.) for clients to have a look and feel of how the end product will be
- Involved in the proposal process for sales team to provide creative ideas/solutions
- Provided on-boarding creative training as well as internal training and development to internal staff
- Opened, organized and maintained clients' creative accounts
- Project lead for the Sizmek Regional Self-Service Portal (http://www.sizmek-sea.com/selfservice/)
- Lead few of the global campaigns on creatives, retargeting as well as conversion for campaigns such as:
  - Samsung Global S8 sustenance Dynamic Creative Optimization (DCO)
    [generated a revenue of USD 150k]
  - Samsung Global Note 8 Sustenance DCO
    [generated a revenue of USD 150k]
  - Trip Advisor Global DCO campaign,
  - Singapore's Temasek FY2018 global campaign
    [generated a revenue of USD 80k],
  - Malaysia's GE18 (General Election) campaign
    [generated a revenue of RM500k for the total services provided], etc...

Microsoft, Sales Desk Researcher
Kuala Lumpur, Malaysia // Sept '13 — Mar '15

- Researched and analyze on Microsoft's corporate enterprise customers' business initiatives in order to provide and aid the Sales Excellence team with customer facing documents in the form of proposals, executive business reviews, customer benefits-consumption plans, yearly-license amendments and merger & acquisitions overviews to help account team sell better within SLA
- Resolved account team's difficulties and complexity in the selling process by providing them with descent support in the form of deliverables
- Part of the Sales Desk team in the APAC region and responsible for the Worldwide market as well as the Greater China market; Translation and Content Proofreading (English-Chinese; Chinese-English)
- Recruitment; provided on-boarding trainings on Microsoft Licensing; reviewed quality of training and on-boarding procedures to ensure continuous improvement
- Demonstrated client value-add through maintaining high quality of field engagement/customer service in offering support and resolving inquiries
- First line of contact managing queries from Chinese Account Managers and channeling feedbacks to manager to drive improvements in services
- Stand-in Lead for 2 months
- Of the 2,500 documents delivered, supported over USD 77 billion of closed revenue for Microsoft, with main solutions supported: Office 365, Azure, SQL Server, and Windows Devices

Diamond Ridge Apartments, In House Graphic Designer
Houston, TX, USA // Dec '11- Mar '12

- Designed company's logo and website
- Created various stationaries

Sony (M) Sdn Bhd, Graphic Design Intern
Kuala Lumpur, Malaysia // May '11 - Jul '11

- Assigned to Marketing (Branding) Department
- Created POPs and various designing medias for events

Baker Tilly Monteiro & Heng, Graphic Designer
Kuala Lumpur, Malaysia // Oct '09 - Dec '09

- Designed a 12 Page Newsletter

Freelance Designer

- Designed logo for JTV Entertainment, Seoul, KR (2019)
- Designed logo and updated website for Brunoscotti Bakery, USA (2011)
- Designed logo and Signboard for Yummy Nyonya Restaurant, MAS (2010)
- Designed logo for Fusion Food, NZ (2010)
- Designed a Book Cover for an Author, MAS (2009)

PROJECT INVOLVED
Senior Capstone Project (Epiphany Link), Indiana, USA — Created a social networking site (Startupteambuilder.com) to bring talents & entrepreneurs together. HTML5 and CSS3 are the main languages used to create the website.

EXTRACURRICULAR ACTIVITIES

- Phi Sigma Theta National Honor Society, 2012
- Student Ambassador of Purdue University International Students and Scholars, 2011 - 2012
- Member of the Purdue University Women In Technology, 2011 – 2012
- Member of SIGGRAPH Purdue, 2011
- Inducted in 2010 into Epsilon Pi Tau, International Honorary of Leadership in Technology
- Secretary of the Purdue's College of Technology International Students and Scholars for Global Education, 2010 - 2012
- Member of Purdue University Malaysia Student Association (PUMSA), 2010 - 2012
- Committee Member of Inter-College Cyber Games (ICCG), APIIT, 2007
- Board Committee of the Red Crescent Society, SMKDJ, 2002—2006
- Secretary of the Interact Club, SMKDJ, 2004-2006
- Secretary of the Librarian Board, SMKDJ, 2002-2006
- Board Committee of the Buddhist Society, SMKDJ, 2002

ACHIEVEMENTS & PROFESSIONAL ACTIVITIES

- Won T-shirt design competition for Women's Basketball in College Of Technology International Students and Visiting Scholars for Global Education (2011)
- Completion in Adobe Certified Experts for Photoshop CS4 Training
- Designed the Program Book for Midwest Games 2010
- Completed Beginner Level in Japanese Language with Grade A
- Best Creative Effort in Marketing Campaign, Introduction to Business Module, APIIT
- Designed a flash based application for SMKDJ
- Second Runner up in Anti-Dengue Poster Drawing
- Completion in Web Animation using Macromedia Flash MX
- Completion in Multimedia workshop with Macromedia Flash MX organized by Systematic College
- Completion in Telecommunications using Microsoft FrontPage
- Completion in Multimedia Training
- Completion in Graphics using CorelDraw 8
- Cambridge Starter Award in Information and Communication Technology
- Completion in Programming using Microsoft Visual Basic 5.0

VOLUNTEER WORK/ AFFILIATIONS

- Volunteered in SPCA
- Fo Guang Shan Malaysia Monastry (FGS)
  - Secretary of the Buddhist Light International Association (BLIA) Youth Adult Division (YAD) for the Taman University Branch
  - Secretary of the E-le Yuan Association
  - Organizing head/President for the 2008 PMR/SPM Student Blessing Ceremony, 2007
  - Master of ceremony for the Opening and Closing ceremony of the Love me Youth Camp Taman University Branch, 2008
  - Organizing Committee for the Malaysia's Love My Youth Camp, 2007 & 2008
  - Designed Banner for the 1000 People Vegetarian Event, 2008
  - Designed Website for Malaysia Fo Guang Shan, 2008

REFERENCES

Darren Tan	Mark Yeo	Kaywyn Yee
Senior Executive	SDR Lead	Senior Campaign Specialist
Sony (Malaysia) Sdn Bhd	Microsoft	Sizmek (SEA) Sdn Bhd
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