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Summary

Used to fast-paced environments coordinating with multiple teams while also a key person in the creative side of projects. A generalist who finds great joy in exploring novel ideas and esoteric hobbies. After a decade-long creative career in Marketing. I have decided to shift my focus towards exploring my lifelong passion in system infrastructure & automation.

DevOps has presented itself as the perfect entry-point for my skillset. With my experience in small and micro scale deployments as well as recent certification, I bring to the table familiarity with tooling throughout the CI/CD pipeline. We can further leverage my decade-long experience in managing a wide variety of people and projects to positively contribute towards coordination, communication and negotiation between both creative and technical teams and departments.

Experience

Marketing / Web Development / DevOps

Freelance & Personal Projects

Aug 2017 - Present (5 years 8 months)

- Research & develop marketing plans based on client requirements & market data
- Set timelines & allocate resources to achieve project milestones
- Set up & deploy web content platform in respect of marketing plans
- Research & recommend content marketing direction
- Create documentation for eventual handover to client

Content Writer Manager

J STAR Berhad

Aug 2019 - Nov 2022 (3 years 4 months)

Achievements

- [2020] Revamped company official brochures & media kit
- [2020] Established workflow for content & editorial
- [2020-2021] Digitisation of core promotional assets
- [2021] Formed new team & consolidate old content staff

Responsibilities

- Coordinate & negotiate timelines & project requirements with multiple key stakeholders
- Allocate and delegate workload to team members according to available resources
- Research & implement captivating marketing content for business's core products & services
- Edit & approve all English content to be published internally & externally

Project Manager

LFC Marketing Sdn Bhd

May 2012 - Aug 2017 (5 years 4 months)

- Note: Original job responsibilities; runs concurrent with Sales Manager role

- Mediated project communications between C-levels, key stakeholders & web developers
- Managed balance between business expectations & web development team resources
- Set project timelines according to business requirements & available resources
- Oversaw project progress & ensured that developers are provided adequate resources to perform
- Web development project management style employed - Agile
- Developed & oversaw marketing plans for various digital products & services

Sales Manager

LFC Marketing Sdn Bhd

Jan 2015 - Jul 2017 (2 years 7 months)

- Note: Added job responsibilities; ran concurrent with Project Manager role
- Negotiated rates with prospective clients
- Developed client agreement & onboarding documents
- Maintained client relationships & client portfolio
- Arranged & oversaw client outreach initiatives at exhibitions overseas (London & Macau)

Sales Manager

LFC Marketing Pte Ltd

Oct 2016 - Mar 2017 (6 months)

Note: Branch of LFC Marketing Sdn Bhd; same job responsibilities.

Project Manager

LFC Marketing Pte Ltd

Oct 2016 - Mar 2017 (6 months)

Note: Branch of LFC Marketing Sdn Bhd; same job responsibilities.

Sub Editor

Wolters Kluwer

Jun 2011 - Apr 2012 (11 months)

- Reviewed & edited content for Australian legal & medical publications
- Ensured that content adhered to company's style guide
- Coordinated with overseas staff in Australia to ensure draft deadlines are met

Freelance Writing

Self-Employed

Apr 2011 - Jun 2011 (3 months)

Junior Copywriter

Mega Advertising Sdn Bhd

Nov 2010 - Mar 2011 (5 months)

Participated in brainstorming sessions for advertising campaigns.

Maintained several social media accounts for an advertising campaign.

Wrote copy for a myriad of advertising material including brochures, leaflets, posters and press ads.

Wrote several 30-second radio scripts.

Assisted in writing a storyboard for a 10-minute video presentation.

Education



Curtin University

Mass Communications, Film & Television, Marketing

2006 - 2010

Licenses & Certifications



Agile with Atlassian Jira - Coursera

4VKGWCSEU5BP



DevOps, Cloud, and Agile Foundations Specialization - Coursera

YNM87ZGJYL2W



Python Project for AI & Application Development - Coursera

KM956S2PJQ2X



Application Development using Microservices and Serverless - Coursera

37KL25AN7XB5



IBM DevOps and Software Engineering Specialization - Coursera

DK8HQJUT7TC8



Application Security and Monitoring - Coursera

D582KVDDG4VM

Skills

Shell Scripting • DevSecOps • OpenShift • Docker Products • Test Automation • Kubernetes •
DevOps • Tekton CI/CD • Agile Project Management • Continuous Integration