



# Damon Choy

## Mandarin Language Trainer

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### ABOUT ME

I am the founder of Brain Bees Mandarin House, an experienced Instructional Designer, e-Content Specialist, practitioner and trainer for innovative and interactive Mandarin eTeaching-Learning Programmes for children and adults.



### ACHIEVEMENTS

- 2007 - Co-published Chinese for Pre-primary
- 2008 - Launched eChinese4kids.com
- 2008 - Designed and developed "Mandarin4all" – blended learning approach for adults.
- 2008 - Awarded Technopreneur Fund, MDec.
- 2009 - Designed and developed Simulation Mandarin for adults
- 2009 - Designed and developed "BB i-Flash" - blended learning approach for children.
- 2009 - Awarded Cradle Pre-seed Fund.
- 2010 - Designed and developed "Mobile Mandarin for Adults"
- 2010 - Co-founded Brain Bees Cognitive Neuroscience Sdn. Bhd, successfully offering a purpose built blended teaching-learning system for Mandarin language.



### QUALIFICATIONS & CORE SKILL

- Masters of Science in Education (Instructional Multimedia)
- Certified HRDF Trainer
- Instructional designer
- eContent specialist
- Oral Mandarin Proficiency Test Certificate (Advanced) - By PRC State Language Work Committee, China.



### WORK

Present  
May 2010

○ Director and Mandarin Master Trainer  
*Brain Bees Cognitive Neuroscience Sdn. Bhd.*

- Mandarin trainer/tutor for young children up to adults
- Master trainer of Brain Bees Mandarin Programs
- Develop and design Mandarin learning programs
- Offering purpose built Mandarin blended teaching-learning system for
  - (a) international school students in South East Asia
  - (b) corporate staffs in South East Asia
  - (c) government servants in Malaysia

Apr 2010  
Feb 2007

○ Project Manager  
*Smart-Ed Dot Com Asia Sdn. Bhd.*

- Managing eLearning projects at all levels in childhood learning centres, government and private schools, higher learning institutions and universities up to corporate companies.
- Mandarin Tutor



### ESTEEMED CLIENTS

- Corporate Companies
  - Scania, Singapore
  - B. Braun, Malaysia
  - RHB Bank, Malaysia
  - OSK, Malaysia
  - CIMB Bank, Malaysia
  - Air Asia X, Malaysia
- Government
  - MIDA, Malaysia
- Learning Institution
  - Kidventure Academy, Jakarta, Indonesia
  - Idrissi Islamic International School, Malaysia
  - Dwi Emas International School, Malaysia
  - Penang Buddhist Association Kindergarten, Malaysia
  - Kidz Sports & Gym Kindergarten, Malaysia
  - First Steps Kindergarten, Malaysia
  - Wesley Methodist Church Kindergarten, Malaysia