




LUM JER SHIN

HEAD OF PHYSIOTHERAPY


PROFESSIONAL PROFILE


I have 7 years of experience in physiotherapy practice, as well as serving as in-house clinical trainer and speaker for corporate partners. I also have more than 4 years of experience in helping businesses in growing their digital marketing activities. Together with my healthcare and digital marketing experience, I look forward to bring in my unique experience and insight to help business grow and serve a wider community!

CONTACT

 +6016-6078232

 jershin.workspace@gmail.com

 www.linkedin.com/in/jer-shin-lum

 46, Jalan Taman Dato Senu 33,
Sentul, 51000 Kuala Lumpur

SKILLS

- Clinical Physiotherapy
- Digital Marketing and
Google Ads
- Data Analysis

LANGUAGE

- English
- Bahasa Malaysia
- Mandarin
- Cantonese

EDUCATION

National University of Singapore Business School (2020 - 2021)

Digital Marketing: Strategies, Models and Frameworks

Universiti Tunku Abdul Rahman (2012 - 2016)

Bachelor of Physiotherapy (Hons.)

WORK EXPERIENCE

Spinefit Chiro & Physio

Senior Physiotherapist (2016 - present)

- **Consultation and discussion with clients** regarding their health conditions, helping local communities and international expatriates to regain their health
- Provide **clinical training framework and CME** for staffs and interns
- **Conducting external events and activities** such as health talks, postural screening and pop-up clinics for corporate partners

Marketing and Bussiness Development (2019 - present)

- Frequent discussion with business owner to discuss **operation matters and planning for marketing activities**
- Familiar with **creating monthly operation and marketing report** to discuss with relevant stakeholders
- Involved in discussion and **application for third-party administrator (TPA)** (PMCare and MiCare) for business collaboration and partnership
- Experience in **hiring and interviewing process** for prospective new hires/ intern
- **Setting up company's online marketing activities** to reach new audience using keyword strategies.
- Communicate with external marketing vendors/agencies for social media marketing activities



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CAREER HIGHLIGHTS

- 1. Lead Physiotherapist for Cycology Sabah Racing Team (2019-2022)**
 - a. close collaboration with state-owned cycling team for injury prevention and maximizing performance. Providing support such as injury rehabilitation, injury prevention, movement correction and on site support during race events
- 2. World Rugby Medic (2015-present)**
 - a. providing on field assessment and immediate care support for rugby athletes. Participated in various series of Cobra 10's events, including international , ladies and mini tournament
- 3. Key Speaker for Corporate Health Talks**
 - a. TikTok(2022), WeWork(2020), PwC(2019), Grab(2018)
- 4. Featured speaker**
 - a. AstroAwani: Dry Needling and Pain Management
 - b. Ragbi.my: Immediate Care After An Injury
 - c. Sinchew PocketTimes: 重物怎么搬才不会“闪”到腰?

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CERTIFICATIONS

Clinical Certifications and Training:

1. World Rugby Immediate Care In Rugby
2. Dry Needling (GEMt, AUS)
3. Movement Assessment Technologies (AUS)
4. Clinical Neurodynamics (NDS, AUS)
5. Movement Link (USA)
6. Maitland Concept of Joint Mobilization
7. RockTape Kinesiology and Power Taping
8. Extracorporeal Shockwave Therapy
9. Prescription of Foot Orthotic

Digital Marketing and Data Analytics Certifications:

1. Google Digital Marketing and E-commerce
2. Google Ads Search Certification
3. Google Ads Display Certification
4. Google Data Analytics Certification
5. Excel Skills for Business