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## Education

### Bachelor of Business Administration

Uni Tunku Abdul Rahman  
2006-2008

### Diploma in Business Admin

College Tunku Abdul Rahman  
2004-2006

## Expertise

Business Management

Business Development

Sales & Marketing

Personal Development

## Language

English

Mandarin

Bahasa Melayu

# JESS LEE SEOW JIUN

Business Consultant &  
Corporate Trainer

## Profile

With expertise in brand positioning and sustainable development, I help businesses create and implement impactful strategies using tools like SWOT analysis, Business Canvas, and Strategy Map. As a seasoned professional and passionate educator, I conduct workshops to empower businesses to discover their unique brand value and align it with sustainable practices for long-term success and positive impact.

## Work Experience

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|----------------------|--|
| 2023<br>-<br>Present | <b>Snap Learning Services</b><br>Corporate Trainer & Consultant <ul style="list-style-type: none"><li>Conduct Business Management, Business Development, Sales &amp; Marketing, Customer services, ESG related training in corporate &amp; public program.</li><li>Provide consultation to SME and Solo-Entrepreneurs</li></ul>                                |
| 2017<br>-<br>2023    | <b>Kean Beng Lee Industries (M) Sdn Bhd</b><br>Business Unit Assistant Manager <ul style="list-style-type: none"><li>Manage and lead domestic (Modern Trade Market) and Singapore sales team</li><li>During the years of services, our team achieve consistent sales growth, and high customer loyalty.</li></ul>  |
| 2017<br>-<br>2014    | <b>Era-I Enterprise (M) Sdn Bhd</b><br>Key Account Executive <ul style="list-style-type: none"><li>Responsible to departments KPIs and manage merchandiser team.</li><li>Over the years of service, achieved 100% sales growth and secured exclusive supplier contracts with select hypermarkets (Malaysia).</li></ul>   |
| 2014<br>-<br>2011    | <b>Kean Beng Lee Industries (M) Sdn Bhd</b><br>Public Communication Senior Officer <ul style="list-style-type: none"><li>Organize and initiate ESG campaign in company and public programs.</li><li>Organized and be the trainer for the 1st Junior Landcare Campaign, Young Entrepreneur Camp and Nature Education Camp for primary school teacher.</li></ul> |