



Weng Honn Kan

Global Marketing Lead

Result driven and passionate marketing lead with 6 years of extensive on-site experience, collaborating with SMEs, startups, and individual business owners.

✉ laserwhkan@gmail.com

☎ +06176416379

SKILL

- Management Skills
- Social media marketing
- Planning
- Critical Thinking
- Communication Skills

WORK EXPERIENCE

1. Grandpine Capital Sdn. Bhd - Head of Shariah Education Marketing

October 2024 - present

Task: Lead Strategic Initiatives in Finance, Resource Management, and Malay Community Engagement

2. Fundaztic P2P Financial - Growth Content & Social Media Specialist

April 2022 - present (contract Based)

Task: Lead initiatives in social media, and build strong community for Fundaztic in the P2P investing and financing.

3. YooSnap SEA 1st Share To Earn platform

CMO Feb 2024 - 2024 October

Task: Focus in marketing strategizing directing company growth, and driving user conversion and revenue generation.

4. Shelfi 1st Digitalized Co-retailing Platform in SEA

CEO & Co-Founder 2022 - 2023 (Vietnam)

Task: Focus in strategizing business models, directing company growth, and driving user conversion and revenue generation.

- **6 months - Acquired 300+ brands, 70+ location**

5. Lime -SEA 1st Marketplace Affiliate Focus Platform

Business Development Manager 2020 - 2021

Task: Strategizing sales funnels, partnerships, customer acquisition, onboarding, and providing ongoing support to users throughout their journey.

- **6 months - Acquired 3000+ users (affiliate marketers and sellers)**

6. Malaysia Basketball Association (MABA)

Sports Performance & Business Development Coach 2017 - 2019

Strength and Conditioning Coach for Malaysia Women Basketball Team (Senior and Junior Women team and Mens Juior Team)

- Qualified for Commonwealth game
- 2017 SEA Games Gold Medalist

7. Celebrity Fitness 2015 till 2016

Assistance Club Manager

The youngest and fastest promoted management role in Celebrity fitness



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PROFESSIONAL TRAINING CONDUCTED

- Tiktok Content Creator With KBS -2022
- Business WorkShop With UPS - 2022
- Ecommerce,social & live commerce professional certification programme With Perkeso PenjanaKerjaya Upskilling & Reskilling - 2021

EDUCATION

1. University of Otago

NSW Foundation Otago University

2. New Zealand Institute of Sport Personal Trainern(level3)

3. Essentials of CBT: The Beck Approach

Certification body :Beck Institute for Cognitive Behaviour Therapy

Strategic Global Marketing Sales Leader | Driving Growth & Brand Awareness

Throughout my career, I have consistently demonstrated my ability to develop and execute high-impact marketing campaigns. Below is a testament to my expertise and dedication:

1. Fundraised for Shelfi, SEA's #1 Digitalized Co-Retailing platform, **and acquired 300+ brands and 70+ locations within 6 months in Vietnam.**
2. As a Business Development Manager for SEA's first Marketplace Affiliate Focus Platform, **my team acquired 3000+ affiliate marketers and sellers within 6 months.**
3. Worked with various industries, including finance, property, restaurants, and app startups, as a marketing lead to drive traffic and sales to their businesses. (focusing on brand awareness and leads generation)
4. I am appointed as a Team Coach for Taylor's Entrepreneurship Programme, where my main responsibility is to mentor and guide aspiring entrepreneurs, provide strategic advice, foster a collaborative learning environment, and help students develop the necessary skills and knowledge to successfully launch and grow their own businesses.

Apart from these achievements, I have also built a strong social media presence:

1. TikTok: 300,000 followers
2. YouTube: 220,000 followers
3. Facebook Page: 7,000 followers
4. Udemy : 80,000 students

I am a strategic marketing leader responsible for developing and executing high-impact marketing campaigns that generate brand awareness, qualified leads, and drive sales growth. I leverage market research to understand customer needs and craft data-driven marketing strategies across diverse channels such as digital, social media, email, and events.

Fueling Brand Growth through Innovation: Experience across diverse channels: My expertise extends across various multi-channel platforms, allowing me to identify opportunities for each brand and guide area management towards maximizing success.

Looking forward to hearing from you.

Best regards,

Weng Honn

