

VISHAAL MANOJ KUMAR

Location: Penang, Malaysia

m +60 10 377 7797
e vishaalmkt@gmail.com
in linkedin.com/in/vishaalmkt/
w www.vishaalmanojkumar.com

A social media specialist interested in exploring the marketing field and effectively willing to contribute creative ideas, information and research to the development of digital marketing strategies in line with ongoing trends.

Work experience

- 1. Founder | Sales & Marketing Manager** at Knockal Digital Marketing (February 2024 – April 2024)
 - Plan highly targeted and actionable content tailored to the **challenges faced by start-ups & SMEs**.
 - Engage with **experts, young entrepreneurs, and business advisors** to deliver valuable content on topics relevant to the target audience.
 - Develop and execute **social media campaigns** targeting start-ups, small business owners, and entrepreneurs.
 - Identify strategic partnerships with organizations, accelerators, and service providers catering to start-ups.
 - Meeting with clients and other stakeholders to pitch potential marketing campaigns and strategy.
- 2. Co-Founder | Sales & Marketing Manager** at Preetis Farsan Enterprise (Sept 2020 – January 2024)
 - Plan and execute a marketing strategy for Preetis Farsan Enterprise and for food products or services.
 - Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan.
 - Responsible for timely recording and reporting of accurate financial transactions using **Microsoft Excel**
 - Promote products, services, and sharing content over social media by editing videos using **iMovie & Capcut**.
 - Managing the official social media page of the business on Instagram & Facebook as well as keeping track of data and analysing the performance of post via **Meta Business Suite**.
 - Oversee **SEO and Ads Campaign** to boost content reach among organic traffic and search for better rank.
 - Handling feedback and complaints of customers made promptly and professionally.
 - Assist in kitchen, both during food preparations and delivery of food to customers.
- 3. Sales Executive** at Penang Skills Development Centre (PSDC) (May 2023 – October 2023)
 - Promote and sell PSDC training programs to members and non-members during **face-to-face meetings, telemarketing or, promotional activities** & update daily records in **HubSpot**
 - Identify areas to cut costs and to improve performance, procedure, and/or policies, related to the programs.
 - Conduct **market survey** to understand customer participation, satisfaction, and effectiveness of marketing tools.
 - Ensure quality of trainers when delivering programs through **program/participants' post-evaluation**.
 - Implement strategies to maintain present clients and penetrate new markets.
 - Undertake ad-hoc responsibilities where and when deemed appropriate by the management or direct report.
- 4. Intern (Strategy & Communication Operation Team)** at Digital Penang (Aug 2021 – February 2022)
 - Developing creative and well-thought-out social media ideas/strategies for **#HawkerDahDigital** program.
 - Coordinating with marketers' and promoters to create and handle the **Instagram & Facebook** account of the hawkers.
 - Managing the official Instagram page (@streetfoodpenang) of the program
 - Measuring the success of the #hawkerdahdigital campaign by monitoring and reporting on the performance of the posts and audience reactions on **Facebook Business Manager** via **Clickup**
 - Keeping track of Marketers' and Promoters' performance based on (such as social media influencers), pitching potential marketing campaigns and strategy.
 - Monitoring and coordinating related parties within the Digital Coach program to organise free basic digital classes for the public to attend online/physically (**#DahDigitalCampaign**).
- 5. Intern (Front Office Department)** at Eastern & Oriental Hotel (Dec 2017 – May 2018)
 - Welcome guests upon their arrival at the lobby and assign their room keys.
 - Perform all the check in and check out tasks of guests at the Victory Annexe using the **Opera PMS**.
 - Attend the phone reservations of all the guest and process their request.
 - **Respond to guest feedback and complains** made in a timely and professional manner.
 - Co-ordinates with all departments concerned to maintain Front Office functions properly.
 - Checks on registration cards of arriving guests and ensures all information should be filled on each card either by Guest Relation Officers or the guests.

VISHAAL MANOJ KUMAR

Location: Penang, Malaysia

m +60 10 377 7797
e vishaalmkt@gmail.com
in linkedin.com/in/vishaalmkt/
w www.vishaalmanojkumar.com

Qualifications

BBus (Sales & Marketing) (Hons), 2018, Wawasan Open University
Dip (IMI International Hotel & Tourism), 2016, UOW Malaysia KDU Penang University College
SPM (Sijil Pelajaran Malaysia), 2015, SMK Penang Free

Certifications

Canva: Web and Digital Design Projects | 2023 | LinkedIn
Advanced Google Ads | 2023 | LinkedIn
Social Media Marketing: Strategy & Optimization | 2021 | LinkedIn

Visit LinkedIn for more credentials and certificate ID.

Noteworthy Academic Thesis

Factors Influencing the Use of E-Wallet in Penang, Undergraduate Thesis
The thesis included independent variables such as **convenience, security, social influence, and speed**, along with the **Theory of Planned Behaviour**, and targeted 30 respondents to complete sets of survey questionnaires. **SPSS software** was utilized for data analysis throughout the research.

Activities & interests

2022 – Current | Committee Member for **Gujarati Samaj Penang** (Media Team)
2021 – 2022 | Member at **Gurney Hydro Toastmasters Club**

UOW Malaysia KDU Penang University College

- 2017 Participant of the 11th Power Chef Cooking Competition
- 2016 Manager of the Food & Beverage Team (Bon Appétit)
- 2016 Crew Team of the 10th Power Chef Cooking Competition

Wawasan Open University

- 2019 Committee Member of Student Council Organization (Marketing Team)
- 2018 Organizing Team of the Personality and Career Soft Skills Course
- 2018 Finalist of the YOUTHQUAKE Public Speaking Competition
- 2018 2nd Runner Up of the Best Business Idea'18 Competition

Recognitions

1. K.H Ong, "**71st Diwali Utsav Shines Bright | Buletin Mutiara.**" <https://www.buletinmutiara.com/>, 11 Nov. 2023, www.buletinmutiara.com/71st-diwali-utsav-shines-bright/.
2. D.Kasturi, "**Helping with Tradition Leads to a Culinary Path.**" *The Star*, 5 Nov. 2023, www.thestar.com.my/news/nation/2023/11/05/helping-with-tradition-leads-to-a-culinary-path.
3. D.Divya, "**3 Malaysian SME Owners Share Tips on How to Manage and Grow Your Small Business.**" *SAYS*, 23 Dec. 2021, says.com/my/lifestyle/malaysian-sme-owners-share-business-tips.

Languages

English Gujarati Malay Hindi

References available on request.