



# CALVYN LEE



Digital Marketing  
Trainer

Penang, Malaysia

## PERSONAL INFO

BIRTH DATE

31 Jan 1984

NATIONALITY

Malaysian

YEARS OF EXPERIENCE

13 years

## CONTACT INFO

PHONE

016-4383530

Facebook ID

/followcalvyn

EMAIL

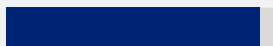
lee@calvyn.com

WEBSITE

www.Calvyn.com

## LANGUAGES

MALAY



ENGLISH



CHINESE



## ABOUT ME

a Digital Marketing Trainer in Penang, also a marketing practitioner since 2007.

Experience in online marketing, email marketing, affiliate marketing, dropshipping, ecommerce as well as social medial marketing.

Cultivated over 1,000 individual & SMEs for online presence for the pass 2 years, offered consultation on digital transformation and bring client's businesses to the next level.

## EDUCATION

- (2002) College Tunku Abdul Rahman
  - Diploma, Information System
- (2004) University Tunku Abdul Rahman
  - Degree, Information System

## CERTIFICATIONS

- HRDF TTT (TTT/24262) , 2019
- eUsahawan Certified Trainer, 2018
- Microsoft Adverting Certified Professional, 2018, 2019
- Google Ads Search Certified, 2014, 2020



CLIENTELE

155	35	1250
Hours of Training	Trainings Conducted	Individuals trained

TRAINING HISTORY

- eUsahawan Course
- Ecommerce Zero To Hero
- Personal Branding And Digital Marketing
- Important Of Sales Funnels
- Sales Funnel On WordPress
- Conventional Website Vs Sales Funnels
- DIY A Website Using Cheetah Builder
- Social Media Content Strategies
- Knowing Your Customer
- How To Drive Traffic To Your Website
- Digital Marketing Basic
- Increase Fans/Follower In Facebook

## AREA OF EXPERTISE

- Digital Marketing Strategies
- Social Media Marketing
- Social Medial Advertising
- Email Marketing
- Website Marketing
- Search Engine Marketing
- Search Engine Optimization

## INDUSTRIAL EXPERIENCE

- IT In Hospitality, 2 Years
- IT In Infrastructure, 2 Years
- IT In Telecommunication, 3 Years
- IT in Distribution (Enterprise Computing), 8 Years

## SKILLS

MODULE DESIGN



GROUP PLAY



BUSINESS COACHING



INTERACTIVE PRESENTATION



COMMUNICATION SKILLS

