

TRAINER PROFILE:

Geraldine Chin C.NLP, C.NLC, C.NLP-SP Digital Agency Owner & Certified Trainer

After graduating with a Degree in Psychology, Geraldine started her career in an international financial institution where she served as a Customer Service Executive. Due to her interest and passion for the service industry, she proceeded to work at a training company for several years. Her role as the Training Director required her to be in the forefront of the company, dealing with day-to-day operational matters, coordination between parties, handling problems, and event execution.

At the young age of 27, she saw potential in digital business and immediately incorporated a digital agency. For more than a decade, her team has helped over 70 clients from diverse industries including F&B, retail, and hospitality improve their digital marketing strategies.



From content creation, social media management, website development to digitalization, she is hands-on in each project, wearing the hat of a consultant, a strategist, and more. It is from these experiences and exposure that she has acquired the skills of people management, people liaison, and people development. She has worked with international teams, GLCs, SMEs, and even women groups and student bodies. Communication is an integral part of her job, from presenting to top management, to harmonizing teams, facilitating key discussions, mobilizing activities, customer servicing, and group trainings.

Geraldine is an accredited trainer of HRD Corp and a certified trainer of Jabatan Pembangunan Kemahiran. She also holds numerous certifications from National Federation of Neuro Linguistic Programming (NFNLP), USA. She is a sought-after trainer for Digital Marketing topics, as she has years of practical experience in the field. On top of that, she trains the topics of Communication, Entrepreneurship, and Building Teams. She has successfully conducted training programs both virtually and in-person, without compromising the learning experience and impact it has to the participants.

Some of the Organizations That She Has Helped Are

Felda Travel, MDEC, SIDEC, HRDC, Cargill, BASF, Rahim & Co., Ian Scott International, MBSB, Adabi, redONE Network, WRP Asia Pacific, Institut Koperasi Malaysia, National Farmers Organization (NAFAS), UTAR, MSU, YMCA, Soka Gakkai Malaysia, Jesuit Refugee Service (Indonesia), and more.