

# GERALDINE CHIN

C.NLP, C.NLC, C.NLP-SP

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# CREDENTIALS

- Certified Trainer (NCS)
- Certified Trainer (HRDF)
- Certified NLP Coach (NFNLP)
- Certified NLP Sales Practitioner (NFNLP)
- Certified NLP Basic Practitioner (NFNLP)
- Certificate in Digital Marketing (DMC)
- Certificate of Business Strategies (Lincoln University College)
- Degree in Psychology (University of South Australia)

# CERTIFICATIONS



**JABATAN PEMBANGUNAN KEMAHIRAN  
KEMENTERIAN SUMBER MANUSIA**

***PENYATA PENCAPAIAN***

LATIHAN TENAGA PENGAJAR

*Dengan ini adalah disahkan bahawa*

GERALDINE CHIN POH IM  
821012146444

*telah mencapai tahap prestasi yang ditetapkan  
dalam Standard Keterampilan Kebangsaan (SKK)*

PENILAIAN TELAH DILAKSANAKAN DI PUSAT BERTAULIAH  
EXZELLENT PROFIS INSTITUTE  
KUALA LUMPUR




Ketua Pengarah



Ketua Setiausaha

20816

L02697-NCS-004-2017-2021(MTB7)FT-052021



20816

**DEPARTMENT OF SKILLS DEVELOPMENT  
MINISTRY OF HUMAN RESOURCES, MALAYSIA**

**STATEMENTS OF ACHIEVEMENT**

TRAIN THE TRAINER

*This is to certify that*

GERALDINE CHIN POH IM  
821012146444

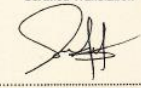
*has attained the prescribed level of performance in  
National Competency Standard(NCS)*

*Assessment has been carried out at the Accredited Centre of*  
EXZELLENT PROFIS INSTITUTE  
KUALA LUMPUR

(Signed) Director General

(Signed) Secretary General

Certified Translation



Director Malaysian Occupational Skills Qualification (MOSQ)

L02697-NCS-004-2017-2021(MTB7)FT-052021

# CERTIFICATIONS



**CERTIFICATE OF COMPLETION**

This is to certify that

**GERALDINE CHIN POH IM**

IC NO. 821012-14-6444

has successfully completed the course by passing all the assessment required for

**TRAIN-THE-TRAINER**

on  
09 April 2021

Exzellent Profis  
at Exzellent Profis Institute, Malaysia

Module Code	Module Name
CT1	PLAN ADULT LEARNING
CT2	CONDUCT TRAINING NEEDS ANALYSIS (TNA)
CT3	DESIGN COMPETENCY BASED TRAINING PROGRAMME
CT4	CONDUCT COMPETENCY BASED TRAINING PROGRAMME
CT5	ASSESS PARTICIPANT'S COMPETENCE



Certificate Id  
1530bc54-52b5-4d62-a842-46c484c87cc3

Verify Authenticity  
<https://capai.hrdf.com.my/verify?id=1530bc54-52b5-4d62-a842-46c484c87cc3>



It is hereby certified that

**GERALDINE CHIN POH IM**

has fulfilled the requirements and is qualified  
to be awarded

**CERTIFICATE OF BUSINESS STRATEGIES**

from 1<sup>st</sup> – 3<sup>rd</sup> October, 2020

  
Deputy Vice Chancellor Administration  
Lincoln University College

  
Director  
Simplified Management Consultancy Sdn Bhd

SC20201225

# CERTIFICATIONS

Certificate No : DMC17/ 200175

**MDMC**  
THE DIGITAL MARKETING SPECIALIST

**CERTIFICATE OF COMPLETION**

This certificate is awarded to

**GERALDINE CHIN**  
821012-14-6444

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Who has successfully fulfilled all required coursework and training for

**Digital Marketing Professional Certification**  
Conducted By  
**Digital Marketing Consultancy Sdn Bhd**

July Intake 2017

*Charles Gregory*  
Charles Gregory  
Chief Digital Marketing Consultant

*Zevin Goay*  
Zevin Goay  
Chief Digital Marketing Consultant



MSC  
Malaysia  
Status Company

HRDF

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**THE NATIONAL FEDERATION OF NEUROLINGUISTIC PROGRAMMING**  
Headquarters: 1532 US Highway 41 By-Pass S., # 287, Venice, FL 34293-1032 U.S.A.

Duly Recognizes and Certifies that

*Geraldine Chin*

has successfully completed the studies of NLP specializing in the Professional Use of NLP techniques in the mastery of the secrets of subconscious selling. Skills include identifying the reasons and thought processes people use to buy, gaining trust and loyalty, identifying unspoken needs through verbal and body movement, creating the desire to buy.

Thus is conferred the title:

*NLP Sales Professional*

with all the Privileges, Honors, and Responsibilities thereto.

In witness whereof, the signatures of the administrators are  
affixed on this 3rd Day of September 2021.

*Dr. William D. Horton*  
Dr. William D. Horton  
Founder & Elite Master Trainer

*Soo Hob Yoön Hum*  
Soo Hob Yoön Hum, Trainer

Registration  
Number  
0121-317151



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# CERTIFICATIONS

**THE NATIONAL FEDERATION OF NEUROLINGUISTIC PROGRAMMING**  
Headquarters: 1532 US Highway 41 By-Pass S., # 287, Venice, FL 34293-1032 U.S.A.

Duly Recognizes and Certifies that

*Geraldine Chin*

has successfully completed the studies and demonstrated competency and skill in the advanced techniques of NLP and their application and methodology in the assistance of determination and achievement of personal goals in the form of NLP Coaching and conferred the title

 **NeuroLinguistic Programming**   
**Coach**

*In witness whereof, the signatures of the administrators are affixed on this 15th Day of April 2021.*

  
Dr. William D. Horton,  
Founder & Elite Master Trainer

  
Soo Hoo Yoon Humm, Trainer



**THE NATIONAL FEDERATION OF NEUROLINGUISTIC PROGRAMMING**  
Headquarters: 1532 US Highway 41 By-Pass S., # 287, Venice, FL 34293-1032 U.S.A.

Duly Recognizes and Certifies that

*Geraldine Chin*

has successfully completed the studies and has demonstrated competency and skill in the basic techniques of NLP and is conferred the title:

 **Basic Practitioner of**   
**Neurolinguistic Programming**

**with all the Privileges, Honors, and Responsibilities thereto.**

*In witness whereof, the signature of the administrator is affixed on this 1st Day of January 2021.*

  
Dr. William D. Horton  
Founder & Elite Master Trainer

  
Soo Hoo Yoon Humm, Trainer

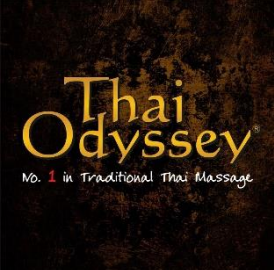


# CAREER HIGHLIGHTS



- ✓ **Organizer – 6 leadership programs for Felda Holdings Sdn Bhd** (currently known as FGV) simultaneously in **2008-2010**.
- ✓ Successfully increased **Desa Waterpark** fans from **44 fans to 28k fans** in less than 6 months using organic methods.
- ✓ **Organizer – Fund Venture Conference 2018**, a collaboration between Focus Malaysia and MATRADE.
- ✓ **Guest Speaker – MSU Entrepreneurship Week 2019**.
- ✓ **AV Team and Virtual Meeting Manager – Asia-Pacific Economic Cooperation (APEC) 2020**. Responsibilities include managing the meeting platform for host nation Malaysia and its member nations such as USA, China, Canada, Japan, Australia, and New Zealand.
- ✓ **Virtual Meeting Manager – ASEAN Digital Ministers' Meeting 2020**.
- ✓ **Guest Speaker – SIDEC EC Education: Social Commerce 2021, MDEC Malaysia Tech Month: Wanita Pemangkin Industri ICT & Teknologi 2021**.
- ✓ **Official Partner of Scholars' Alliance** for **Digital Badging and Micro-Credentialing**.

# SELECTED CLIENTS





# DIGITAL MARKETING TRAINER & AGENCY OWNER: GERALDINE CHIN



Back in the days when **Facebook for Business** was new, I took the plunge and ventured into a new territory. Equipped with only a customer service and a training coordinator background, **social media became my world...** and what an exciting world it was! I joke that my social media management business has been around before Instagram was even released to public (circa 2010)!

For slightly more than a decade, my team have **built brands on social media**. Up till 2020, we served **over 70 clients** from diverse industries including F&B, retail, and hospitality. Our approach was organic, our message was clear. **We create stories that highlight business strengths coupled with personal touches**, and posted them on social media for their fans to admire with **the objective to produce customers and brand ambassadors**.

I have a unique business policy: Unlike other vendors, I preferred that our clients be **self-sufficient on social media after 6 months of working with us**. I made this possible through knowledge transfer – **I trained the business owners and their people**, the art of social media. Through this process, I discovered that I truly enjoy empowering others with the knowledge, understanding and appreciation of social media in order to excel in their business. Therein, **begins my training journey**.

To date, I have trained more than 600 social media practitioners from **4 continents**: Asia, Europe, Australia and Africa. My mission is to create **50 micro-courses** for busy social media managers and freelancers to help them learn applicable, relevant skills on-the-go.

# KEY PROGRAMS

## 1. **Social Media Management & Content Marketing**

- Social Media Bootcamp Series
- Canva Designing for the Non-Designers
- Copywriting Essentials
- Going Live in 3-2-1 Action
- Boost Your Productivity, Do More for Less

## 2. **Communication & Others**

- ACE Interpersonal Communication
- DOPE Workplace Communication
- Entrepreneurship 101
- Goals: Writing, Achieving, Smashing, Celebrating!
- Virtual Event Management
- Online Presentation Skills