



## Lee See Yin

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Sex : Male  
DOB: 3<sup>rd</sup> January 1976  
Nationality: Malaysian

## Profile

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Award-winning digital creative director/project director specializing in digital marketing communications – constantly exploring new forms of creative communication to deliver the best solutions for brand experience and engagement.

## Experience

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June 11 - present

### **Director – Creative & Strategy – Branded3 Sdn. Bhd.**

To spearhead Branded3 Malaysia, and is tasked with driving Branded3's evolution towards becoming a top-tier Digital Creative Agency in Malaysia. Key roles include leading and nurturing the account servicing and creative team, inspiring and improving the quality of work and to implement processes into the agency.

#### Achievements :

- Successfully managing the agency of 25, comprising of account servicing, creative and technical teams as 2<sup>nd</sup> in command in raising the bar of creative work and overall delivery.
- Leading agency pitches and successfully won Intel, UIP, Oxford Fajar as well as getting appointed as the official creative partner for Yahoo! Malaysia and Singapore.
- As a result, Branded3 has been nominated by A+M as the top 10 Digital Agency in Malaysia 3 years in a row.

Apr 11 – June 11

### **Assistant Vice President, New Media – AMP Radio Networks**

Solely in charge of providing value added ideas to existing as well as new clients to think beyond radio. Actively coming out with ideas and proposals in the digital space. Project lead for the launch of a up-and-coming online radio station

#### Responsibilities:

- Leading the sales and creative team in brainstorming.
- Project leader in charge of coming up with proposals for a up-and-coming online radio station.
- To champion digital as a medium, to inspire and to educate all AMP employees to believe in digital.

May 07 – Nov 10

### **Creative Services Manager – GroupM Malaysia**

Started and spearheaded GroupM's Digital Creative Services in 2007 and winning multiple creative awards since. Perceived traditionally as only a media agency, Mindshare is now recognized by marketers and the advertising industry as a leading digital creative agency and winning a Bronze AOTY in A+M Digital Creative Agency 2010.

#### Responsibilities:

- Supporting all 4 media agencies under GroupM (Mindshare, MEC, Mediacom & Maxus) in all creative related projects.
- The key person for leading creative idea proposals, art direction and project implementation.
- Management of all creative production related projects from planning thru deployment.
- Official photographer for various high-key GroupM & Mindshare events and dinners.

- 2005 - 2007 **Project Manager – Whatzup Connect Sdn. Bhd.**  
Oversee the entire operations of the digital division from strategy, ideation to implementation. Specific focus on projects for the Ministry of Transport.
- Responsibilities:
- Management of all website related projects for the Ministry of Transport, Malaysia.
  - New idea proposals, project implementation and maintain MOT's main site - www.panducermat.org.my
  - Develop proposals for all web/internet/interactive related projects
  - Presentation and follow up of proposed projects.
  - Management and coordination of running projects to ensure meeting the expected requirements.
- 2004 – Aug 05 **Brand Programme Manager – Momentum Design Sdn. Bhd.**  
Project managed the entire brand design programs across the various advertising mediums for traditional and new media starting from the briefing to project delivery stages.
- Responsibilities:
- Project manage brand design programmes across the full spectrum of the companies works and capabilities.
  - Management of process, logistics and details of the programmes.
  - Taking briefs and present on-going development work and to support in concept presentations.
  - Providing support to the design team in the execution of their work by way of coordinating information and client responses.
  - Assist in the development of client business through supporting the marketing and business development function of the agency.
- 2001 - 2004 **Project Manager – Arachnid Sdn. Bhd. (Saatchi & Saatchi Arachnid)**  
Successfully managed multiple award winning projects for Coca-Cola Malaysia, Ford Malaysia, Maxis, Volvo Malaysia and various small projects from planning to completion as well as playing an active role in leading creative developments of projects.
- Responsibilities:
- Plan and implement multiple con-current production timelines.
  - Management of entire company's resources of 30 comprising of designers, programmers and account servicing.
  - Sourcing and liaising of possible candidates, freelancers, stock image companies and all other 3<sup>rd</sup> Party Suppliers/Partners.
  - Assess scope of work to arrive at fair and profitable cost estimates.
  - Ensure smooth day-to-day operations internally.
  - Ensure the quality of deliverables to account servicing teams/clients.
- 2000 – May 01 **Media Producer - OgilvyInteractive Worldwide**  
Project manager for RHB and Milo. Successfully developed RHB Web Style Guide currently used throughout all RHB and subsidiaries website. Managed project for Milo Le Tour de Langkawi 2000.
- Responsibilities:
- Ensure smooth coordination between creative, programming and account servicing teams.
  - Plan and implement multiple con-current production timelines.
  - Timeliness and quality of deliverables at the end of project.
- 2000  
(May – October) **Part-time Lecturer - Institute Advertising Communication Training.**  
Giving hands on training on the fundamentals of Internet as well as on programs such as Macromedia Flash, Dreamweaver & Adobe Premiere.
- 2000  
(March – October) **Web Designer - e1000 Dot Com Sdn. Bhd.**  
Restructured, revamped and maintain the entertainment portal of e1000.com – Microphone1 and also produced the corporate website for e1000.com's e-division - Qubique
- Other experiences:  
(1997 – 2000) **Account Executive – tfe (p) Sdn. Bhd.**  
**Part-Time staff - MediaPlus Sdn. Bhd.**  
**Intern/Trainee - RA Advertising Sdn. Bhd.**  
**Part-Time staff - Uptown Communications**  
**Sales Assistant - Sports Station, Bangsar.**

## Awards

Year	Title	Prize	Project
2013	A+M Magazine	Finalist	A+M Digital Agency of the Year
2012	A+M Magazine	Finalist	A+M Digital Agency of the Year
2011	A+M Magazine	Finalist	A+M Digital Agency of the Year
2010	Advertising +Marketing Magazine	Bronze	A+M Creative Agency of the Year - Digital Creative Services
	Malaysian Media Awards	Silver	Chipster – The Chipster Superstar Contest
	Mindshare Purple Head Awards	Runner Up	Chipster – The Chipster Superstar Contest
2009	Asia Interactive Awards	Bronze	Chipster – The Chipster Superstar Contest
	Asia Interactive Awards	Bronze	Kraft Singles – Kraftville
	Kancil Awards	Bronze	Lurve - What's Your Lurve Affair?
	Kancil Awards	Bronze	Chipster – The Chipster Superstar Contest
	Kancil Awards	Merit	Kraft Singles – Kraftville
	Malaysian Media Awards	Grand Prix	Rexona – Rexona Teens Room Makeover
	Malaysian Media Awards	Gold	Rexona – Rexona Teens Room Makeover
	Mindshare Malaysia	3 <sup>rd</sup> Prize	Chipster – The Chipster Superstar Contest
	Alchemy Awards		
2008	Interactive Media Awards	Best in Class	Chipster – Nothing Else Matters
	Interactive Media Awards	Outstanding Achievement	Rexona – Rexona Teens Room Makeover
	Mindshare Malaysia	3 <sup>rd</sup> Prize	Rexona – Rexona Teens Room Makeover
	Alchemy Awards		
2007	DMAM	Merit	Chipster – Nothing Else Matters
	Mindshare Malaysia	1 <sup>st</sup> Prize	Chipster – Nothing Else Matters
	Alchemy Awards		
2005	New York Festivals	Finalist	Volvo S40 “Burning” cursor
2004	Kancil Awards	Bronze	Volvo Drink & Drive Festive Greeting
	Kancil Awards	Bronze	Volvo S40 “Melting” banner
	Kancil Awards	Bronze	Volvo S40 “Burning” banner
	Kancil Awards	Silver	Volvo S40 “Glowing” banner
	MC2	Gold	Volvo Child Safety
	Kancil Awards	Silver	Volvo Child Safety
	MC2	Silver	Arachnid Lucky Monkey e-greeting
	Kancil Awards	Bronze	Arachnid Lucky Monkey e-greeting
2003	Kancil Awards	Merit	coke.com.my
	Kancil Awards	Silver	peteteo.com
	New York Festivals	Gold	peteteo.com
	MC2	Bronze	Volvo Life! Calendar
	Kancil Awards	Bronze	Volvo Life! Calendar
2002	New York Festivals	Finalist	coke.com.my
	Kancil Awards	Silver	ford.com.my
	Kancil Awards	Bronze	Coke/World Cup interactive desktop scorecard

## Education

1999	<b>Charles Sturt University</b> B.A. in Communication (Advertising)
1996-1998	<b>Institute Advertising Communication Training</b> IAA Diploma in Marketing Communication (Advertising) Certificate of Communication Studies
1995	<b>Malaysian Institute of Art</b> Graphic Design Course
1989-1994	<b>S.M. Bukit Bandaraya</b>
1983-1988	<b>S.R.J.K ( C ) Chung Kwok</b>

## Language Proficiency

- Both spoken and written*
- English
  - Chinese (Mandarin and Cantonese)
  - Malay