

# Eugene Li-Jian Rayan

Marketing / Branding

## CONTACT

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## SUMMARY

Marketing and strategy enthusiast with a passion for market expansion and brand building through impactful, data-driven campaigns. With experience in creative agency, sales, copywriting, and brand management across diverse industries. I've delivered results globally and locally by managing complex projects and building strong client relationships.

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## PROFESSIONAL EXPERIENCE

### Marketing Manager | July 2025 – Current

Document Management Tasmania

- Led end-to-end brand consolidation from four separate entities into a single unified brand, improving market clarity and enabling cross-selling across services.
  - Developed and implemented the company's first brand identity and guidelines in over 40 years, ensuring consistency across all marketing and communications.
  - Directed the rebrand and redesign of the company logo to align with modern positioning and business direction.
  - Rebuilt and optimised the company website, increasing traffic by over 200% and generating 35+ enquiries within two months of launch.
  - Owned end-to-end digital marketing performance across LinkedIn, Meta, and YouTube, optimising campaigns to drive traffic, engagement, and lead generation.
  - Managed marketing budgets ranging from \$60K–\$200K, allocating spend across digital, media, and brand initiatives to maximise ROI.
  - Produced and managed all website and editorial content, including blog articles and contributions to the Tasmanian Gazette.
  - Led cross-functional collaboration with department heads to identify growth opportunities and execute targeted marketing initiatives across services.
  - Managed and mentored in-house designers, overseeing the development of marketing collateral and ensuring brand consistency.
  - Coordinated external partners, including SCA (radio), MMG (media buying), and SEO agencies to deliver integrated, multi-channel campaigns.
  - Led the planning and design of the new Digital Print and Signage facility in Glenorchy, supporting business expansion.
  - Managed community engagement and sponsorships, ensuring measurable ROI through lead generation, brand exposure, and strategic partnerships.
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## **Loyalty Sales Consultant | June 2023 – November 2023**

### Accor Group

- Collaborated with the membership department to promote and drive Accor's loyalty memberships while working under tight KPIs. Developed strategic initiatives to meet KPIs while adhering to office standard operating procedures.
- Ensured all activities adhered to office standard operating procedures, maintaining brand consistency and compliance across all loyalty membership campaigns.
- Coordinated cross-functional efforts with teams to streamline promotional processes and maximize the impact of loyalty membership initiatives.

## **Brand Manager | January 2020– February 2023**

### Torpedo Ideas (M) SDN BHD

- Strategize and executed personalized marketing materials and campaigns for local and international product launches, social media campaigns, digital marketing, including successful adaptations across multiple regions.
- Co-directed in video production and photoshoots for South East Asia Panasonic campaigns, while managing client production and marketing budgets and ensuring timely delivery and on budget.
- Acted as creative director, leading the team from creative ideation to campaign execution and providing detailed performance reports to clients.
- Built and maintained sponsor relationships for on-ground events, ensuring effective execution and analysis of campaign performance.
- Assisted on a project for Panasonic B2B product line for the Tokyo Olympics.
- Developed tailored pitch ideas for influencer marketing strategies, collaborating with consultants for high-profile campaigns, including Moët Hennessy Malaysia and Singapore, while ensuring influencers met brand standards for optimal results.
- Partnered with local clients to create content strategies for year-long campaigns, successfully delivering impactful projects for brands such as L'Oréal, Beiersdorf (Nivea, Eucerin & Hansaplast), and Wipro Unza (Dashing).
- Primarily focused on B2B with some contributions to DTC projects, while broadening brand reach and customer engagement on a global and regional scale.
- Developed B2B product collateral across digital and traditional media channels, enhancing brand visibility and audience engagement on a global scale.
- Clients I have worked with: Panasonic HVAC Global (Japan), Panasonic HVAC (Asia Pacific), Panasonic home appliances (South East Asia), Beiersdorf, L'Oréal and etc.

## **Copywriter / Strategy Planner | January 2019 – December 2019**

### CK Design

- Developed strategies based on client briefs and company missions, creating actionable plans and forecasting models to achieve long-term goals.
- Conducted market research and competitive analysis to identify opportunities and threats, informing overall strategy and campaign execution.
- Managed and executed social media campaigns, providing media solutions while maintaining strong relationships with clients and Key Opinion Leaders (KOLs).
- Formulated go-to-market, contact, and communication strategies, ensuring timely delivery of projects that addressed client needs.

## **Junior Writer / Junior Producer | March 2017– November 2018**

KD Solutions

- Assisted in publishing an average of three website articles per week while managing website traffic to enhance audience engagement.
- Attended product launch events, ensuring coverage of key releases while liaising with brands for promotional content.
- Planned, and created storyboards for video productions, collaborating with notable clients.

## **Sales and Leasing Retail Consultant (Internship) | June 2016 – December 2016**

Retail Network SDN BHD

- Handle leasing of retail spaces for Paradigm Mall Johor Bahru & Seventeen Mall.
  - Negotiate terms with existing retailers for renewal of leases and tenancies.
  - Maintain relationships with existing tenants and support new tenants.
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## **EDUCATION**

### **RMIT University | 2023–2024**

Master of Marketing (hons)

### **University of Wollongong | 2014 – 2017**

Bachelor of Communication (hons) – Specialise in Advertising

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## **KEY SKILLS**

- **Project Management**
  - **Microsoft Office Suite**
  - **Social Media Management**
  - **Influencer Management**
  - **Time and Management skills**
  - **Corporate Communication**
  - **Certified Google Analytics and Google Ads**
  - **Market Research and Analysis**
  - **Critical Thinking**
  - **Attention to details**
  - **Fluent in English, Mandarin, Cantonese and Malay**
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## **REFERENCES**

**Tan Hui Choon**  
(Torpedo Ideas (M) SDN BHD)

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