

# Teoh Tze En (Quinn)



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Experienced in product thinking through hands-on Product Management projects, with skills in user research, journey mapping, prioritization and data-driven decision-making. A finance and marketing professional with a strong track record in process excellence and cross-functional collaboration.

## PRODUCT PROJECTS

### Product Management Fellowship (HelloPM)

Sep'24 - Present

- Driving Microsoft Teams Marketplace Adoption to Streamline Workflows and Boost Engagement  
[bit.ly/MSTeams-ProductPortfolio](https://bit.ly/MSTeams-ProductPortfolio)
- Empowering LinkedIn Content Creators with Enhanced Analytics for Better Engagement  
[bit.ly/LinkedIn-AnalyticsDashboard](https://bit.ly/LinkedIn-AnalyticsDashboard)
- Revamping Google News UX for Personalized and Engaging Content Consumption  
[bit.ly/GoogleNews-PRD](https://bit.ly/GoogleNews-PRD)

## PROFESSIONAL EXPERIENCE

### Sun Life Malaysia *A life insurance and Family Takaful provider offering protection needs.*

Feb'23 - Present

#### Finance Executive

- Automated financial statement preparation with Alteryx, a data automation tool, **reducing processing time by 80%** and enhancing audit accuracy.
- Reduced reporting and reconciliation time by 90%,** by leading team-wide Power Query adoption and enhancing existing workflows, improving accuracy for strategic decision-making.

### Collab Entertainment *A start-up offering comprehensive marketing solutions across various industries.* Mar'22 - Jul'22

#### Marketing Executive

- Gathered customer insights through private tasting events, refining 2 successful seasonal menus that **generated 60K+ sales** in 2022.
- Grew client's Instagram followers by 20%** through a social media campaign partnering with 24 influencers.
- Spearheaded client's first major exhibition appearance that **exceeded sales targets by 20%**.
- Collaborated with **cross-functional teams** (Partners, Design, Media, Vendors) to coordinate a successful outlet launch, media press event, and implement other go-to-market strategies.

### AT-Peak *A start-up specializing in organizing online events for a multi-level marketing company.*

Jul'21- Jan'22

#### Online Business Development Intern

- Hosted 40+ virtual user experience sharing events during COVID with **5x attendance growth**, driving **consistent distributor-reported sales conversions** despite market disruptions.

### KPMG Management & Risk Consulting *A consulting firm delivering strategic and operational solutions.* Mar'21 - Jul'21

#### Intern in Advisory - Strategy & Operations

- Delivered data-driven analysis that **contributed to 3 major client's initiatives** (EPF): Account 3 (2024), increased voluntary contribution limit (2023) and i-Lindung withdrawal (2022), benefiting millions of members.

## EDUCATION

2017 - 2021

### Bachelor of Business Administration

Vice-Chancellor's Gold Medal Award Recipient (The 34<sup>th</sup> Convocation)

Minor in Creative Media

8 Dean's Awards

Universiti Utara Malaysia (UUM)

CGPA 3.92 / 4.00

## KEY COMPETENCIES

**Skills:** User research & problem discovery, problem & solution prioritization, user journey mapping, product metrics

**Tools:** SQL, Mixpanel, Uizard, Draw.io, MS PowerPoint, Canva, MS Excel, Power Query, Alteryx