

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
- Empowering LinkedIn Content Creators with Enhanced Analytics for Better Engagement
bit.ly/LinkedIn-AnalyticsDashboard
- Revamping Google News UX for Personalized and Engaging Content Consumption
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

Minor in Creative Media

Universiti Utara Malaysia (UUM)

Vice-Chancellor's Gold Medal Award Recipient (The 34th Convocation)

8 Dean's Awards

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