



# CALVYN LEE



Google Recommended  
Digital Marketing Trainer

Penang, Malaysia

## PERSONAL INFO

BIRTH DATE  
31 Jan 1984

NATIONALITY  
Malaysian

YEARS OF EXPERIENCE  
20 years

## CONTACT INFO

PHONE  
016-4383530

Facebook ID  
/FollowCalvyn

EMAIL  
lee@calvyn.com

WEBSITE  
www.Calvyn.com

## LANGUAGES



## ABOUT ME

a **Digital Marketing Trainer** in Penang, also a marketing practitioner since 2007. Experience in online marketing, email marketing, affiliate marketing, drop shipping, ecommerce, SEO, SEM as well as social media marketing.

Cultivated over 10,000+ individual & SMEs for online presence for the pass 9 years, offered consultation on digital transformation & bring client's businesses to the next level.

## EDUCATION

- (2002) College Tunku Abdul Rahman
  - Diploma, Information System
- (2004) University Tunku Abdul Rahman
  - Degree, Information System

## CERTIFICATIONS

- HRDCorp Certified Trainer (TTT/24262)
- eUsahawan Certified Trainer
- Microsoft Advertising Certified Professional
- Google Ads Search Certified
- Canva Certified Teacher Essential
- More Certification Refer : <https://www.Calvyn.com/about>

\* More clientele May Refer To **Trainer Portfolio**

CLIENTELE

TRAINING HISTORY

5,000+	600+	10,000+
Hours of	Trainings	Individuals
Training	Conducted	trained

- eUsahawan Course
- Ecommerce Zero To Hero
- Personal Branding & Digital Marketing
- Important Of Sales Funnels
- Sales Funnel On WordPress
- Conventional Website Vs Sales Funnels
- DIY A Website Using Cheetah Builder
- Social Media Content Strategies
- Search Engine Optimization
- How To Drive Traffic To Your Website
- Digital Marketing Zero To Hero
- WordPress For Business
- Design Like A Pro Using Canva
- Increase Fans/Follower In Facebook
- Turn Customer Inbox Into "WIN"box
- Corporate Events & Team Building

## AREA OF EXPERTISE

- Digital Marketing Strategies
- Social Media Marketing & Advertising
- Email Marketing & Lead Generation
- Website Marketing & Sales Funnels
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Hosting corporate events & team building

## INDUSTRIAL EXPERIENCE

- IT In Hospitality, 2 Years
- IT In Infrastructure, 2 Years
- IT In Telecommunication, 3 Years
- IT In Distribution (Enterprise Computing), 13 Years
- Training & Education Industries 9 Years

## SKILLS

MODULE DESIGN

GROUP PLAY

BUSINESS COACHING

INTERACTIVE PRESENTATION

COMMUNICATION SKILLS