

SELECTED WORK



BY VANGUARD MARKETING  
DEPARTMENT

# MARKETING PORTFOLIO

# PORTFOLIO

"This portfolio showcases a comprehensive overview of our contributions and achievements within the marketing industry. It highlights our proficiency across a wide spectrum of marketing disciplines, from dynamic social media management and impactful influencer collaborations to engaging content creation encompassing photography and videography in both green studio and on-location settings. Furthermore, it illustrates my experience in traditional and digital advertising, including static and digital billboards, compelling menu prints and vouchers, and the strategic development and execution of yearly marketing campaigns with meticulous budget allocation across various touchpoints and media channels. Beyond promotional activities, this collection also demonstrates my commitment to exceptional customer service and my end-to-end expertise in e-commerce platform management, covering all aspects from setup to order fulfillment. The following pages contain visual examples of our work, providing a tangible representation of the successful campaigns and projects I have been involved in."





# CREMONA



أدود المتنعات  
FINEST PRODUCTS





TEA CAKE

4





FLAVIO  
VITAMIN C



# FOOTBALL LEAGUE SPONSORSHIP



# GREEN STUDIO PHOTOGRAPHY AND VIDEOGRAPHY



Mar 06, 2023, 17:08

Mar 05, 2023, 02:00





# BILLBOARDS

MEDIA-BUY AND PRODUCTION



**RESTORAN LALEZAR**  
Masakan Turki, Timur Tengah dan Pastrri

**"Teringin Makanan Turki?"**  
**Chef No 1. Turki kini berada di Malaysia!**

  
800m


Scan me

**TEL: +6012 353 9125**

The billboard features a central image of Turkish food, including skewers of meat and vegetables, a basket of fries, and small bowls of sauce, all set against a background of flames. A QR code is located in the bottom right corner of the food image area.



# SOCIAL MEDIA MANAGEMENT



www.lalezar.my

**LALEZAR  
TURKISH  
RESTAURANT**  
2A, JALAN AMPANG HILIR

Turkish food comes fully loaded with flavour and is typicall...

lalezarrestaurantmy · Original audio  
January 19 · Duration 0:34

1568213 1125 10 211 370

### Overview ⓘ

Reach	488,251
Reel interactions	1,716
<b>Ad goal</b>	
Profile visits	5,178





# TV ADVERTISEMENT MEDIA BUY AND ADVERTISEMENT





# RADIO ADVERTISMENT MEDIA BUY AND PRODUCTION

MALAYSIA SINGAPORE



# EDGE ENERGY DRINK







ICY MONKEY  
COLA





# PROFFESIONAL VIDEO PRODUCTION

Mar 02, 2023, 16:38

Mar 03, 2023, 18:02





SUNICH JUICE  
15





SUNICH COOL  
16





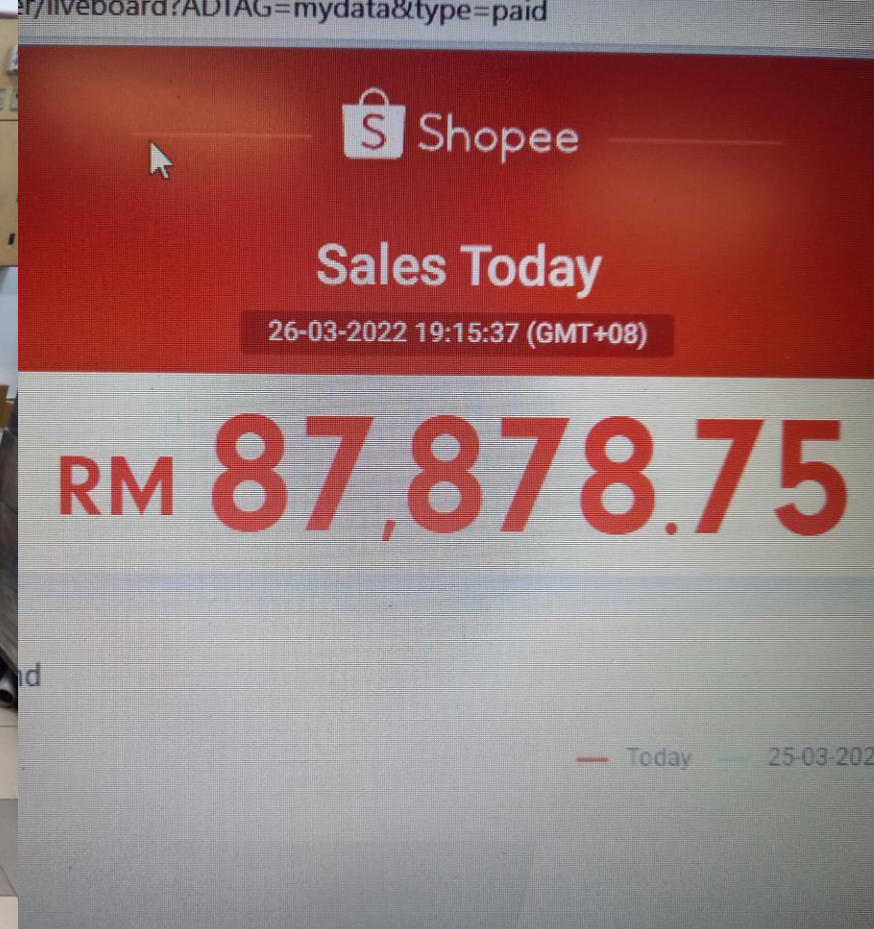
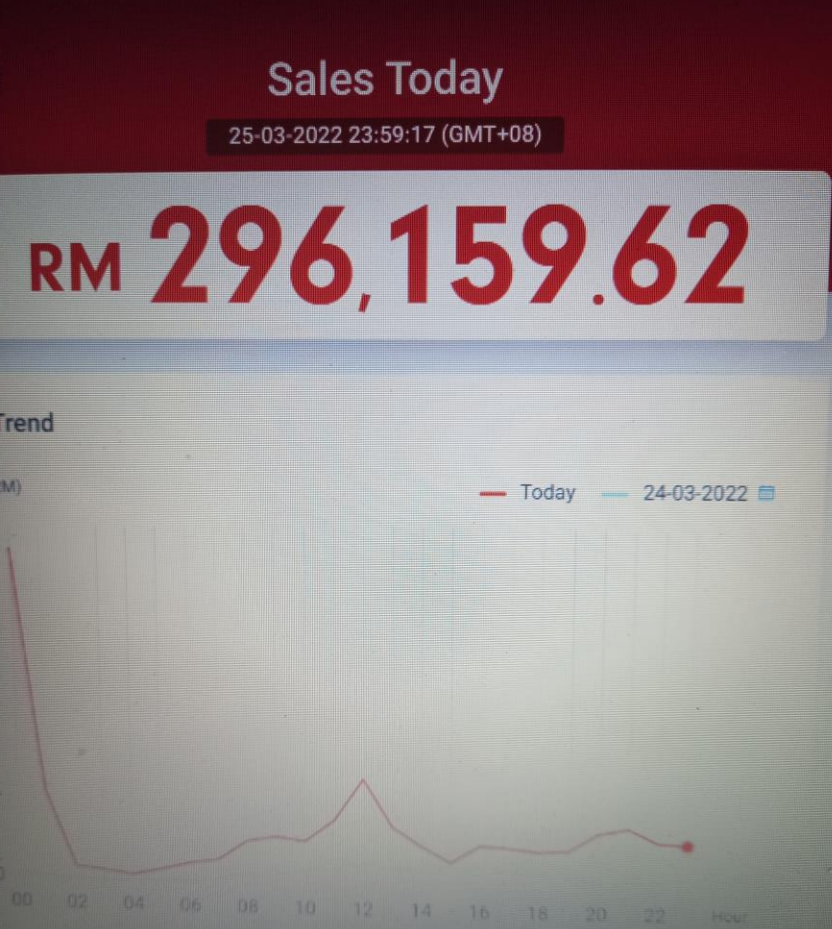
# TRADE MARKETING FREE SAMPLING EXECUTION





INFLUENCER MARKETING ∞  
SINGAPORE MALAYSIA 1





**FULL STACK E-COMMERCE SERVICES  
ACCOUNT - SALES - FULLFILLMENTS**





# THANK YOU

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