

Novas Academy Sdn Bhd

TRAINER'S PROFILE



CHONG CHOR LENG

HRD CORP ACCREDITED TRAINER | TIKTOK TRAINER

INTRODUCTION

Cheong Chor Leng, widely recognized as Glades Cheong, is a dynamic TikTok Marketing Coach and Consultant who has rapidly distinguished herself in the digital marketing landscape. With over two years of hands-on experience, she specializes in crafting high-impact TikTok strategies that drive brand visibility, customer engagement, and measurable business growth. Her expertise spans content creation, live hosting, seller centre optimization, and CRM integration - making her a trusted partner for leading brands across Malaysia and Singapore. Glades combines creative flair with data-driven insights, empowering individuals and corporations to unlock TikTok's full potential as a powerful marketing platform.

LICENSE

- HRDC Accredited Trainer

EXPERIENCE

Glades Cheong brings over two years of specialized experience in TikTok marketing, where she has consistently delivered high-impact strategies tailored to both emerging entrepreneurs and established corporations. Her work spans the full spectrum of TikTok's ecosystem - from training hosts and optimizing Seller Centre operations to crafting compelling video content and leveraging customer relationship tools for sustained engagement. She has conducted hands-on workshops and strategic consultations for a diverse portfolio of brands, including Darlie Malaysia, Baseus Malaysia & Singapore, Myna Trading, Vatiri & Zebra Malaysia, Sanda Watch, O&W Smart Watch, UE Health, Aeni, and TUCZ. Her approach blends creative storytelling with platform analytics, enabling clients to achieve measurable growth through TikTok's unique marketing channels. Whether guiding live stream hosts or advising on market trends, Glades is known for her ability to translate TikTok's fast-paced environment into actionable business outcomes.

QUALIFICATIONS

- Diploma, New Era College (2005)