

## **ALICE LEE HUI CHIN**

### **Professional Profile**

#### **Oxford Award of Excellence in Wedding Planning and Educative Leadership**

Alice Lee Hui Chin stands as an exemplar figure in the realms of wedding planning and education. With a career spanning over two decades, her multifaceted journey encompasses an extensive spectrum of roles - from the CEO of a renowned bridal house to a television personality recognized for her expertise.

Alice commenced her professional trajectory as the Lead Wedding Planner at RB Marriage Services Sdn Bhd. Over 14 years, she orchestrated over a staggering 1,000 weddings, each manifesting its unique magic, ranging from intimate affairs to grand spectacles. Her ability to turn visions into reality, combined with her knack for budgeting and logistics, saw her featured in renowned Malaysian dailies, including the Malaysia Oriental Daily and Sin Chew Daily.

She further broadened her horizons by taking the helm of Redbliss Bridal House as the CEO. Under her astute leadership, the enterprise flourished, catering to over 3,500 couples, ensuring their most significant day went off without a hitch. Her business acumen was recognized on a national scale when she was featured as a success story by the Malaysian TV station, ASTRO.

But Alice's passion extends beyond just orchestrating weddings. Recognizing a gap in the industry for well-trained professionals, she founded the Alight Academy. Here, she donned the role of a Wedding Planner Educator, shaping the careers of future wedding planners. Alice's commitment to education is evident in her impressive curriculum development, comprehensive course launch, and her initiative to provide students with real-world networking opportunities. It is a testament to her dedication that several of her students have not only thrived in

the industry but have also established themselves among the top 10 wedding planners in Malaysia.

Alice's extensive media appearances on platforms such as ASTRO TV, TV3, and 8TV, underscore her position as a leading voice in the industry. She effectively bridges the gap between the profession and the public, offering valuable insights on wedding trends and etiquettes.

Her qualifications, including a bachelor's degree from the University of Tasmania and a Diploma in Marketing from The Chartered Institute of Marketing, UK, form the bedrock of her solid professional foundation. Coupled with her array of awards, such as the Malaysia Most Influential Educators for Excellence in Wedding Planning Education, Alice's stature in the industry is undeniable.

Envisioning a future that is both expansive and inclusive, Alice aspires to enhance her educational curriculum, publish a definitive guide on wedding planning, and engage more profoundly with the community. Her forward-thinking approach and commitment to sharing knowledge cement her as a leading figure in wedding planning and education.

In sum, Alice Lee Hui Chin is not just a professional; she's a trailblazer, an educator, and a stalwart of the wedding industry. Her indelible impact and enduring passion make her an unparalleled candidate for the Wedding and Marriage Educator Award.