

IRIS IP

SUMMARY Seasoned business expert with 3 solid years of experience in project and customer service management. Experienced in working with leading brands in the competitive beauty care sector. Recognised strengths in exceeding customer service expectations and ensuring optimum brand impact.

AREAS OF EXPERTISE

- Crisis Management
- Customer Service Management
- Marketing Support
- Problem Resolution
- Sales and Marketing
- Strategic Planning

EXPERIENCE **Business Consultant, DOS International Ltd.**
May 2011 - Present
Identified, developed and executed growth strategies for 50 local and overseas leading cosmetic brands. Managed 10+ marketing research projects, from collecting sample questionnaires and setting out project planning to supervising daily performances. Led a ten-member team in analysing the direction of projects in relation to financial, technical and circumstantial concerns.

Key Achievements:

- Successfully developed 25 loyalty marketing programs for clients to increase frequency with their existing customers
- Directed marketing programs to shift brand image and increase high-end luxury market share; project success led to 20% increase in sales revenue
- Awarded the “Best Consultant Prize” in 2013 with the generation of about 15% of annual net revenue of the company

EDUCATION **Hong Kong Baptist University, 2008-2011**
Bachelor of Business Administration (Honours) in Marketing Concentration

SKILLS Microsoft Office (Word, PowerPoint, Excel & Access)

LANGUAGES Cantonese (Native) | English (Proficient) | Mandarin (Proficient)

AVAILABILITY One month’s notice