

SIMON TAM

simon.tam@gmail.com | 6120 2010

PROFILE | Expert in business development, planning and executing business strategies, master in developing new market channels and building strong relationships with sales managers, customers and industry leaders.

EXPERIENCE | **Senior Business Development Executive, PA Directions Ltd.**

Jun 2012 - Present

- Developed and implemented plans for 10 strategic premium accounts that exceeded expectations in revenue retention/ growth
- Planned and implemented various online and offline sales and marketing campaigns to achieve company's target
- Prepared and followed up on tender proposal submissions for 10+ mega projects involving audiences of 5,000 on average

Business Development Executive, PA Directions Ltd.

May 2011 - May 2012

- Conducted over 50 cold calls per day to explore and develop new overseas business opportunities
- Maintained positive relationships with existing clients by providing quality service in an effective manner
- Prepared sales forecasts and data analysis reports for management review
- Assisted in conducting market research to determine appropriate targeting and messaging relating to new product launches

ACHIEVEMENTS |

- Introduced improvements in business strategies and successfully generated \$125k extra sales revenue; sales levels increased by 25%
- Received "Top Sales" award and was promoted to senior level in one year

EDUCATION | **University of Hong Kong, 2008-2011**

Bachelor of Arts (Honours) in English Studies

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

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint & Excel)
Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator)