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|  | **phoebe so**  phoebe.so@gmail.com**|**9123 2010 |
| profile | A positive, proactive and results-driven sales professional with a proven track record of profitable business growth through the creation of successful sales and marketing strategies. Extensive experience in working with reputable brands and corporations in diverse industries. |
| Experience | **Sales Associate, JL International Ltd.**Jun 2011 - PresentDeveloped global corporate communications and media strategies that targeted Fortune 200 CEOs and investorsFacilitated in-depth market research to determine appropriate targeting and messaging relating to new product launchesFostered strong relationships with 20+ clients and strategic associates to evaluate brand awareness through community initiatives**Key Achievements:**Boosted regional sales levels by 20% over a 2-year period with no additional expenditure on marketingSuccessfully tendered for a $2 million mega project with 10,000 participants with a healthy 15% profit marginOrganised successful new product launches for 5+ luxury brands, gaining a substantial amount of local and national press coverage |
| qualificationS | **City University of Hong Kong, 2008-2011**Bachelor of Business Administration (Honours) in Marketing |
| languages | Cantonese (Native), English (Proficient), Mandarin (Intermediate) |
| computer skills | Microsoft Office (Word, PowerPoint & Excel)  Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator) |
| availability | One month’s notice |