

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 - Present

- Developed global corporate communications and media strategies that targeted Fortune 200 CEOs and investors
- Facilitated in-depth market research to determine appropriate targeting and messaging relating to new product launches
- Fostered 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 marketing
- Successfully tendered for a \$2 million mega project with 10,000 participants with a healthy 15% profit margin
- Organised 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