

PROFILE

Passionate sales professional; expert in carrying out personalised and aggressive marketing strategies with 2+ years of experience in the field. Superior product knowledge with excellent customer service attitude to further facilitate organisational flow.

AREAS OF EXPERTISE

- ◆ Account administration
- ◆ Business development
- ◆ Direct marketing
- ◆ Marketing campaigns
- ◆ Sales administration
- ◆ Supplier negotiation

EXPERIENCE

Marketing and Sales Coordinator, LM Events Holdings Ltd.

June 2012 - Present

- ◆ Processed about 40+ transactions with payments, invoices and statements every day to facilitate a smooth service flow with customers
- ◆ Produced 20 sets of print materials monthly, including catalogues, quotes and product information with offerings of the company's services
- ◆ Organised 15+ sales events by coordinating 2 sales teams with different job tasks while optimising use of resources

ACHIEVEMENTS

- ◆ Created additional business with 20% of growth by informing existing customers of upcoming services and products according to their needs
- ◆ Organised successful new product launches for 5+ international brands, gaining a substantial amount of press coverage

EDUCATION

Hong Kong Polytechnic University, 2009-2012

Bachelor of Business Administration (Honours) in Management

Community College of City University, 2007-2009

Associate of Arts in Bilingual Communication Studies (English & Chinese)

LANGUAGES

Cantonese (Native) | English (Fluent) | Mandarin (Intermediate)
