

# ALICE WONG

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Tai Po | 6120 2009 | alice.wong@gmail.com

## SUMMARY

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Accomplished and goal-driven sales executive with more than 3 years of experience in assessing competitive markets, addressing critical sales problems and boosting sales with effective strategies. Well-established networks with long-term clients.

## EXPERIENCE

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### **Senior Sales Executive, Wells Holdings Ltd.**

Jun 2012 - Present

- Planned and conducted about 10 consumer seminars, tradeshows and industry conventions bi-monthly
- Handled strategic account management and maximised business opportunities for over 20 overseas premium accounts
- Revitalized 30 stagnant accounts annually with an increase in transaction volume by over 30% within 3 months

### **Sales Executive, Woodland Int'l Co. Limited**

May 2011 - Jun 2012

- Utilised outbound telemarketing skills to contact 50+ potential customers daily to generate sales opportunities
- Created 5 sets of advertising materials bi-weekly for print and mail campaigns targeting prospective new overseas clients
- Enlarged successfully the pool of customers by 35% through creation of new contracts and renewal of existing contracts

## EDUCATION

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### **Hong Kong Polytechnic University, 2008-2011**

Bachelor of Business Administration (Honours) in Global Supply Chain Management

## SKILLS

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Microsoft Office (Word, PowerPoint, Excel & Access)

## LANGUAGES

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Cantonese (Native)    English, Mandarin (Proficient)    Japanese (Basic)