

▶ JAMES YIP

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SUMMARY

Passionate sales and marketing professional; expert in carrying out personalised and aggressive marketing strategies with 2+ years of experience in the field. Possesses packaged skills in streamlining operations and boosting profit and productivity.

AREAS OF EXPERTISE

- ▶ Account Administration
- ▶ Business Development
- ▶ Customer Engagement
- ▶ Direct Online Marketing
- ▶ Public & Media Relations
- ▶ Strategic Planning

EXPERIENCE

Sales & Marketing Officer, BU Sourcing Limited

Jun 2012 - Present

- ▶ Developed and implemented plans for 10 strategic premium accounts that exceeded expectations in revenue retention/ growth
- ▶ Prepared and followed up on tender proposal submissions for 5+ mega projects involving audiences of 2,500 on average
- ▶ Assisted in developing marketing strategies for 5+ annual corporate functions including advertising, media planning, event management, etc
- ▶ Facilitated in-depth market research to determine appropriate targeting and messaging relating to new product launches

ACHIEVEMENTS

- ▶ Introduced improvements in business strategies and successfully generated \$120K extra sales revenue; sales levels increased by 25%
- ▶ Directed marketing programs to shift brand image and increase high-end luxury market share; project success led to 20% increase in sales revenue

QUALIFICATIONS

Hong Kong Baptist University, 2010-2012

Bachelor of Business Administration (Honours) in Marketing

LANGUAGES

Cantonese (Native) English (Fluent) Mandarin (Intermediate) Japanese (Basic)