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|  | **ELISON LAM**elison.lam@gmail.com**|**6123 2012 |
| profile | 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 |

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| * Branding & Corporate Identity
 | * Digital Marketing
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| * Collateral Material Development
 | * Public & Media Relations
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| * Corporate Communications
 | * Web Content Development
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| Experience | **Sales & Marketing Executive, BU Sourcing Limited**Jun 2012 - PresentDeveloped global corporate communications and media strategies that targeted Fortune 200 CEOs and investorsPlanned and implemented various online and offline sales and marketing campaigns to achieve company’s targetFostered strong relationships with 50+ clients and strategic associates to evaluate brand awareness through community initiativesAssisted in conducting market research to determine appropriate targeting and messaging relating to new product launches |
| ACHIEVEMENTS | Successfully developed 25 loyalty marketing programs for clients to increase frequency with their existing customersOrganised successful new product launches for 5+ luxury brands, gaining a substantial amount of local and national press coverageRevitalized 30 stagnant accounts annually with an increase in transaction volume by over 30% within 3 months |
|  qualificationS | **City University of Hong Kong, 2008-2011**Bachelor of Business Administration (Honours) in Marketing |
| skills | Microsoft Office (Word, PowerPoint, Excel & Access) |
| languages | Cantonese (Native), English (Proficient), Mandarin (Intermediate) |
| availability | One month’s notice |