

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 |

- Branding & Corporate Identity
- Collateral Material Development
- Corporate Communications
- Digital Marketing
- Public & Media Relations
- Web Content Development

EXPERIENCE | **Sales & Marketing Executive, BU Sourcing Limited**

Jun 2012 - Present

- Developed global corporate communications and media strategies that targeted Fortune 200 CEOs and investors
- Planned and implemented various online and offline sales and marketing campaigns to achieve company's target
- Fostered strong relationships with 50+ clients and strategic associates to evaluate brand awareness through community initiatives
- Assisted 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 customers
- Organised successful new product launches for 5+ luxury brands, gaining a substantial amount of local and national press coverage
- Revitalized 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