

CHARLIE AU

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SUMMARY

Highly accomplished and visionary marketing talent with a proven job history in establishing a lasting product in profitable markets, identifying growth opportunities and initiating business alliances.

EXPERIENCE

Product Developer, HayMars Development Ltd.

Jun 2012 - Present

- Delivered 15+ multimedia presentations to customers quarterly to introduce them to the latest software products that fostered convenience in daily life
- Arranged about 100 samples for each newly-invented product for distribution to different retailers or individual buyers
- Conceptualised various ideas of the marketing team to develop and source solutions for product sampling during weekly joint meetings
- Participated in product quality inspection and assurance during the development stage to determine undiscovered needs
- Interacted with external agencies to examine technical details of new products in order to ensure accuracy, legality and integrity of all production claims
- Produced and performed specifications for 20+ products monthly as well as records, style files and promotional campaigns related to the products

EDUCATION

Hong Kong Management Association, 2010-2011

Professional Diploma in Logistics & Supply Chain Management

SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access)

Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator)

LANGUAGES

Cantonese (Native)

English (Proficient)

Mandarin (Fluent)

AVAILABILITY

One month's notice