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## Profile

As a dedicated and results-driven professional, I bring over a decade of sales experience along with 2 years of specialized expertise in account management. I have a proven track record of consistently surpassing quarterly sales targets. My skills include adept client relationship management, solution selling, and strategic account planning. I am deeply committed to ongoing learning and professional development.

## Work Experience

### **Account Manager – VMware**

Greater China Region & Korea

Duration: March 2022 – present

Reason for leaving: Employment ceased due to the impending closure of the account I had been servicing.

- Develop and execute a sales strategy to achieve assigned revenue targets for VMware's End-User Computing solutions.
- Identify and engage key decision-makers within customer organizations to drive sales opportunities.
- Build and maintain strong relationships with customers, including understanding their business needs and objectives.
- Develop and maintain a thorough understanding of VMware's product portfolio, including new and emerging technologies.
- Collaborate with internal teams, including marketing, technical sales, and customer support, to drive customer satisfaction and success.
- Successfully managed key client accounts, increasing revenue by 19%.
- Developed and implemented strategic account plans, leading to improved client satisfaction and loyalty.
- Collaborated cross-functionally to address client needs and resolve issues promptly.

- Forecast sales opportunities and provide regular updates to management.

### **Senior Telesales Executive – Singtel**

Outbound and Inbound

Duration: August 2017 - March 2022

Reason for leaving: Exploring opportunities that allow for skill diversification and personal development.

- Conduct outbound calls to potential customers to promote and sell Singtel products or services.
- Possess in-depth knowledge of Singtel's products and services to effectively communicate features and benefits to customers.
- Address customer inquiries and provide relevant information.
- Identify and qualify potential leads through cold calling or other prospecting methods.
- Provide support to customers throughout the sales process, including order processing and after-sales service.
- Maintain accurate and up-to-date records of customer interactions and transactions.
- Keep track of personal and team sales targets, and report progress to managers or management.
- Adhere to company policies, guidelines, and ethical standards in sales practices.
- Stay informed about industry trends, product updates, and competitors to enhance selling skills and product knowledge.
- Collaborate with cross-functional teams, including marketing, technical support, and operations, to ensure a seamless customer experience
- Continuously develop product knowledge and sales skills through training and coaching sessions
- Collaborating with the marketing team to create targeted campaigns, resulting in increased lead generation.

### **Retail Executive - Singtel**

Duration: April 2011 - June 2017

Reason for leaving: Transitioning to a role with a more flexible schedule.

- Address customer inquiries, concerns, and provide information about products and services.
- Provide excellent customer service to walk-in customers in Singtel retail stores.

- Promote and sell Singtel products and services, including mobile plans, broadband, TV services, and other offerings.
- Stay informed about the features and benefits of different products to effectively communicate with customers.
- Identify opportunities for upselling or cross-selling additional products or services based on customer needs and preferences.
- Assist customers in the purchasing process, including order processing, contract signing, and other relevant paperwork.
- Provide basic technical assistance to customers, such as troubleshooting common issues with mobile devices or other Singtel services.
- Manage and maintain inventory levels in the retail store, ensuring that products are adequately stocked.
- Contribute to the visual merchandising of the retail space, ensuring that products are displayed attractively and in accordance with company guidelines.
- Participate in and promote sales campaigns, discounts, and other promotional activities.
- Meet or exceed sales targets set by the company.
- Maintain accurate records of customer interactions, sales transactions, and other relevant documentation.
- Report sales performance and other key metrics to shop managers and area managers.
- Adhere to company policies, procedures, and ethical standards in all retail operations.

### **Assistant Restaurant Manager – Creative Eateries Pte Ltd**

Duration: Feb 2009 – December 2011

Reason for leaving: Transitioning to a role that aligns with long-term career goals.

- Oversee day-to-day operations of the restaurant, ensuring smooth and efficient workflow.
- Manage staff schedules, including shifts and breaks.
- Ensure high-quality customer service is maintained.
- Address customer complaints and concerns promptly and professionally.
- Recruit, train, and supervise restaurant staff.
- Conduct performance evaluations and provide feedback.
- Create and maintain a positive work environment.
- Monitor and manage budgets, expenses, and revenue.
- Set and achieve financial targets.
- Control costs and optimize profitability.

- Manage inventory levels and order supplies as needed.
- Ensure proper storage and handling of food and beverage items.
- Collaborate with chefs to plan and update menus.
- Set pricing strategies in line with business objectives.
- Ensure compliance with health and safety regulations.
- Develop and implement marketing strategies to attract customers.
- Plan and execute promotions or special events.
- Maintain high standards for food quality and presentation.
- Monitor service quality and guest satisfaction.
- Build and maintain relationships with suppliers and vendors.
- Contribute to long-term business planning and development.
- Handle unexpected situations or emergencies effectively.

### Highest education

GCE N Level

### Skills

- Account Management
- Sales and Negotiation
- Relationship Building
- Strategic Planning
- Market Analysis
- CRM Systems (Salesforce, Icon, Pegasus)
- Excellent Communication
- Team Collaboration

### Award and Certifications

- Top Sales Award for FY2015-2016(Singtel)
- CEO recognition award
- Excellent Service Award- Singapore Retailers Association (Sliver, Gold, Star)
- Selling in Retail environment
- Influence 247 (Karen Leong)

- UP Your Service (Ron Kaufman)
- Signature Image (Coach Joshua Luke)
- High performance selling

### Languages

English: Fluent

Chinese: Fluent

Chinese-Cantonese: Conversational

Chinese-Hokkien: Conversational

Malay: Conversational

### Earliest Commence Date

10 February 2024