

Resume of Cornelius Yong

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Resume Summary

Latest Job Position : **Sales Manager Business Development**
Years of Work Experience : 15 years+
Current Industry Sector : Networking Sales / Business Development (Health)
Highest Education Attained : Bachelor's Degree (RMIT, Melbourne)

Personal Particulars

Name : Cornelius Yong Cheng Yee
Contact Details : (+60)18-388 6488
Permanent Address : No 25, Jalan Indah 18, Taman Cheras Indah, 56100 Cheras, KL.
Age (D.O.B.) : 37 (16th June, 1986)
Gender : Male
Race (Nationality) : Chinese (Malaysian)
Marital Status : Single
Language Proficiency : English (Fluent Spoken & Written), Bahasa Malaysia (Fluent Spoken & Written)
Mandarin, Hokkien & Cantonese (Fair Spoken Only)

Academic Qualification

AUG 2004 - 2007	Lim Kok Wing University Creative Technology (Malaysia) <ul style="list-style-type: none">▪ RMIT Course: Advanced Diploma of Creative Multimedia▪ Course Major: Video Editing & Animation▪ Graduated in August 2007
JUL 2007 - 2008	Royal Melbourne Institute of Technology (Australia) <ul style="list-style-type: none">▪ Course: Bachelor of Arts in Multimedia▪ Graduated in December 2008

Additional Licenses : PCE (MII), CEILI (MII), TBE (MTI)
Certified Practitioner : 7 Habits (*Franklin Covey Co.*), Presentations Alive! (*People Potential*)
UP! Your Service (*Ron Kaufman*)

Sales Manager Business Development

PropertyGuru International (Malaysia) Sdn Bhd

Jun 2023 –
(current)

Work Scope:

- Hunter role (B2C – Property Agents & Agencies) to drive New Business Sales to both iProperty & PropertyGuru's online platforms. (Tele, Zoom & F2F)
- Lead & train a team of up to 4 salespersons (Junior BD & Senior BD) to achieve sales targets set.
- Top 3 sales team (team lead) in monthly achievement of sales target.
- Constantly monitor, motivate and ensure the team unit is working in synergy.
- Conduct F2F & online classroom/individual presentations to educate and train customers.
- Alias with various business units within the company to ensure delivery excellence.
- Perform regular visits to nurture & grow agencies portfolios; whilst building connection with key stakeholders in order to build a broad customer market. (Identify key contributors to drive Sales.)
- Create and implement strategy plans for a productive workforce to achieve targets set.

Business Manager & Company Speaker

THz (M) Sdn Bhd

Jul 2020 –
May 2023

Work Scope:

- Venture into expanding own business to generate revenue in the MLM, health related industry.
- Attained prestigious 3-Star Managerial Rank via outstanding Sales performance.
- B2C customer-based leadership training, motivational empowerment, networking, and sales.
- Platform company speaker for public sales training, networking, and product talks.

Operations Manager (HQ – Head of Department)

Ikari Shoduku Sdn Bhd (formerly known as Ikari (M) Sdn Bhd)

Sep 2019 –
Jun 2020

Work Scope:

- Full-Time (confirmed Employment) Department Head overseeing 30+ staff employees.
- Led the sub-departments of Business Development, Customer Satisfaction, Operation and Technicians.
- Handle daily logistics of technicians who are required to performed daily duties which include Pest-Control, Sanitization, Disinfection Services, and Hygiene Services.
- In charge of setting up the department's SOP from scratch and oversee daily BAU.
- Solve critical day-to-day problems such as: Vehicle breakdowns, manpower shortage, and operational mishaps, predict possible daily hurdles that may arise as well as its solutions.
- To critically manage and control manpower shifts quickly to fill operational gaps.
- Oversee technician claims and operational costs of the department as well as budget forecast and reports.
- Prepare attendance reports and involved in people management, attend to relevant staff who need counsel.
- Create sample reports and guide new onboarding staff to adapt to a busy work culture.
- Produce data/report templates & present to board for better operation management.
- Handle client complaints and solve these complaints in a timely manner in compliance with TAT.
- Create good repertoire of the company with the clients while making regulatory client visits.
- Adopt best practices and encourage cohesive teamwork for a positive team environment.
- Have sound business acumen and conduct inter-departmental meetings to lead directional changes as seen fit in the management's view.
- Conduct daily briefings to enable staff complies with all processes implemented (QC).
- Resolve conflict between staff/personnel and mediate new system implementations.
- Conduct training for the staff on-field and also in the office to adopt new skills.
- Manage daily schedules of Jobs/Orders related to Services and ensure all orders are carried out in a timely and professional manner.
- In charge of handling HQ Warehouse inventory & supplies which contains over 300+ chemicals and stock.
- Ensure all document submissions of the staff are completed as per requirement and document checks set in place as quality assurance markers.

Building Manager (*Facilities & Project Management*)

Henry Butcher (M) Sdn Bhd

Jul 2017 –
Jul 2019

Work Scope:

- Facilities Management for luxury stratified & landed properties within CBD KL.
- Led a team of up to 10 staff (consist of concierge services, maintenances & electrical, administrative & accounts, building execs)
- Project Management :-
 - Cost & utilization
 - Timeline planning & Execution
 - Progress Reports
 - Presentation to Board
- Registered qualified Responsible Person for site (“Orang Bertanggungjawab”) with DOSH
- Maintaining and ensuring the welfare of client-company relationships.
- Critical problem-solving during ad-hoc situations & ensuring the high quality of service is met for site clients.
- Additional: - showcased in Property Management Company’s Corporate Video
 - performance/talent gig during PMC’s Annual Meeting

Senior Business Development Executive (*Corporate Solutions - Agency, DOA*)

Apr 2015 –
Jun 2017

AIA Berhad, HQ

Work Scope:

- Corporate Solutions Division (Employee Benefits) focusing on Agency Division.
- Target market encompasses SMEs to high net-worth MNCs
- In charge of driving sales and engagement within the Central Agency portfolio (1000+ agencies).
- Report Preparation of Sales (filtering Data & performing analysis of target market)
- Designing Course Materials (‘Project Diamond’ ‘AIA Project ASME+’)
- Project Lead and Agency Event Planning.
- Sales presentations and briefings with various company CEOs and Directors.
(Some notable companies to name: USG Boral, Loh & Loh, various others)
- Generate Sales reports and pipelines.
- Critical thinking and resolving operational escalated problems which arises on the job. (Client servicing)
- Goal setting and managing expectations, monitor self and team performance.
- Involved in strategy discussions all the way to implementation and execution. Process Optimization projects.
- B2B and B2C exposure. (B2C2B presenting for agents to the clients & help close the sales.)
- Conduct training classes and campaigns to the Agency Force to drive sales.
- Event Emcee and Person-in-charge for few corporate company events.
- Able to handle stress and workload in a fast-paced competitive environment.
- Positive “Team-Player”. Proven performance and capabilities.
- Have played a role as a full-time trainer for 6 months focusing on both products and soft-skills training to the main driving force of the company - Financial Planners.
- Gotten praise and recognition by superior & clients; for excellent writing skills, service appreciation and going the extra mile.

Freelance Business Entrepreneur (*Tour & Travel Manager, Sales & Marketing, Biz Development*)

Nov 2011 –
Mar 2015

Work Scope:

- Experienced in leading tours to various countries in Asia, Australia and Middle East.
- Involved in several event fairs including MATTA Travel Fair, MITM Travel Fair, furniture fairs and more.
- Did counter sales to drive revenue & maintain good client rapport.
- Freelance in travel industry as well as Media prospects for advertising & design, digital, web & print media.
- Marketing involvement in e-commerce industry.
- Brainstorming concept ideas for marketing plans to grow clientele base & involved in driving sales for clients.

- Among some of the clienteles with previous business connections are, but not limited to: *Parlo Tours Sdn Bhd, Golden Tourworld Travel Sdn Bhd, Golden Deluxe Tours Sdn Bhd, LT Travel Sdn Bhd, Mongoose Publishing (M) S/Bhd, VBid Asia Sdn Bhd, Accomodation Down Under (Australian Company), Houz Depot Sdn Bhd*, etc.

Senior Advertising Sales & Marketing Exec

Bigsale Media Sdn. Bhd. (Media)

Sep 2008 –
Oct 2011

Work Scope:

- Generate sales revenue for Malaysia's No.1 Sales and Promotion website.
- Develop new contact lists as well as maintain existing clients. (cold-calling and self-source)
- Implementation of CRM and also customer service orientation projects.
- Provide marketing solutions. Clients are from the industry of home appliance, furniture, hotels, beauty & others

Skills

- Have organized group meetings and guided a team in a business environment. Involvement in motivational talks, dream-building, relationship building as well as leadership qualities.
- Able to handle peer pressure and rush datelines for projects. Provided testimonials on stage through work tenure to an audience of a mass scale (up to 3000 people.)
- Have managed a team of up to 30+ personnel under my care and received positive feedback from peers as well as clients. Staff have also been retained due to their personal growth whilst under my care.
- Have work experience in pitching various fields from Business Proposals, reviewing financial portfolios, pitching for design aesthetics, introducing healthcare products, skincare & beauty products, household products, selling advertising space, brainstorm marketing strategies and media planning. Clients range from Company Heads to peers/executives. (Comfortable with tele-sales, face-to-face, live presentations)
- Managing expectations and working with tight deadlines. Able to juggle and multi task between several projects while maintaining composure and performing accordingly to ad hoc situations when the need arises.
- Proficient in handling feedback in a professional manner when dealing with customers. Have provided prompt after sales service and obtained positive responses from previous customers through direct, verbal or phone interaction.
- Handled several big client accounts on behalf of the company bringing in revenue and generate leads as well as provide marketing solutions to international clients. Able to work under-pressure to drive Sales.
- Have experience in reviewing financial portfolios of clients, then provided financial consultation as an "on-request" only basis (with rational and logical judgment based on the current trends of the market).
- Comfortable and adaptable to various work environment. Willing to travel around and about (or abroad).
- Responsive in providing positive feedback which helps improve ideas and issues at hand. Willing to ask for assistance or guidance when in doubt of a current situation.
- Experience in participating and organizing booth promotions for a product (roadshow) as well as the involvement of sales contact with the customer (1-on-1/direct).
- Able to cope with paperwork when necessary and am comfortable with figures (accounts).
- Proficient knowledge in the use of the following multimedia softwares: *Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premier Pro, Adobe Flash, Corel Painter, Lightwave (basic), Adobe Dreamweaver.*

- Able to produce work which emphasizes on the following attributes: *data interpretation, data compilation, report writing, essays & write-ups, character design, illustration, animation, designing for the web, post-editing of videos (Motion graphics), storyboarding, compositing.*
- Obtained High School recommendation of A's in the following Cognitive Skills:
... *Ability to comprehend, Ability to analyze, Ability to express.*
- Obtained High School recommendation of A's in the following Personal Traits:
...*Attitude to Studies, Sense of Responsibility, Leadership, Initiative, Sociability, Politeness, Maturity, Overall Evaluation.*
- Am a team player, able to work in groups when needed either as a member or as the group leader in task delegation. Can sufficiently meet tight deadlines and offer full dedication to the task at hand.

"We learn something new every day, which helps us grow better as a person."

Extra Curricular Achievements

- 1. Indoor games (2002) – Vice president**
 - *organized events and meetings.*
 - *has represented school in Interschool Chess Competition (2002).*
- 2. Scitech (Science & Technology) Cadet (2002) – B.O.D**
 - *actively participated in club activities and help plan out events.*
- 3. Marching Band (2001) – member**
 - *active in club activities, joined competitions and played the French horn instrument.*
- 4. MC (Master of Ceremonies) for the HelixCube 2007 Multimedia Exhibition held in Kuala Lumpur**
 - *as well as a Board committee member in the Planning & Marketing department of this event.*
- 5. Active in sports, represented school for Table Tennis & Badminton.**