



**MICHELLE
LEE ZIA LING**
Senior Sales Executive,
Food Service

PROFILE

Results-driven senior sales executive with 4+ years of experience in customer service and sales, self-motivated and focused on maximizing sales by properly managing accounts and building a loyal customer base, who excels at addressing customer concerns and forwarding both long-term and short-term goals for the company and customers. Key competencies in area of customer retention, revenue growth, loyalty strategy and sales management seeking to broaden new horizons.

CONTACT



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Ara Damansara, Petaling Jaya

EXPERIENCE

DKSH Malaysia Sdn Bhd | Aug 2019 – Present **Senior Sales Executive Food Service**

DKSH Malaysia acquired Auric Marketing Sdn Bhd in 2019. Portfolios cover hotels, restaurants, cafes and wholesaler in KL city.

Achievements

- Retaining existing customers and expansion of customer base despite the Covid pandemic.
- Continue to grow customer base on average of 5-8% on a monthly basis and year on year since 2020.

Auric Marketing Sdn Bhd | Jul 2018 – Aug 2019 **Senior Sales Executive Food Service**

Focal person managing the hotel business under HORECA channel.

Build rapport and maintain good business relationship with hotel key decision maker mainly chefs, procurement and F&B department. Driving sales and growing the hotel business in Klang Valley. Focusing and manages hotel tenders, price negotiations, hotel events, product pitching.

Achievements

- Organized a product re-launching for a French brand Paysan Breton with end users (Chefs) from the Marriott group of hotels. Successfully launched it with a supporting hotel partner - Sheraton PJ.
- Increased sales by 10% for Paysan Breton products after the re-launching.
- Achieved to penetrate in 85% of hotels in Klang Valley, ranging from 3 to 5 stars between 2018 and 2019.

BonusKad Loyalty Sdn Bhd | Jul 2012 - Jun 2018 **Key Accounts Manager**

Spearheaded promotions, M&C, operations and commercial management for key partners to boost revenue. Acted as a single point of contact for major pain points escalated by partners' liaisons and oversee business review meetings. Negotiated agreements and established performance timeline. Advised on customer loyalty and retention (Get, Keep, Grow).

Prepared market research using SAS to drive loyalty strategy and mapped competitive analysis market research to stand out against key partners' competitors.

EDUCATION

University Tunku Abdul Rahman
Bachelor in Mass Communication
2008

Kolej Tunku Abdul Rahman
Diploma in Mass Communication
2006

I.J Convent (JB)
Primary – Secondary
2001

SKILLS

- Client Management
- Relationship Development
- Customer Service
- Time Management
- Problem Solving
- Client Focused
- Communications
- Teamwork
- MS Word
- Excel
- Power Point

LANGUAGES

- English
- Bahasa Malaysia
- Mandarin
- Cantonese

EXPERIENCE

Secured key partners’s portfolio from various industries including but not limited to banking, pharmaceutical, food distributors, building materials, household appliances, IT and telecommunications SMEs.

Client portfolio includes AmBank, Public Bank, Caring Pharmacy, Lafarge and Soon Thye Hang (Food Sector)

Achievements

- Improved partner loyalty sales performance by 50% and driving revenue growth up to MYR 10M/year achieving a 90% renewal rate over past 5 years.
- Expanded partners’ portfolio membership resulting in revenue growth by at least 80% in 2013 and 2014.
- Achieved 20% YoY sales revenue in 2017.
- Organized “Pure Gourmet Experience with Martell” wine & dine event in 2014, with budget under MYR 100K.

RAPP (M) Sdn Bhd | Jan 2012 - Jun 2012
Client Servicing Executive

Single point of contact for major client: The Star publication.
Initiated and developed strategies and coordinated client’s creative briefs to turn into effective marketing collaterals/POSMs. Presented creative works to client for approvals and modifications while working with creative directors, production managers and creative designers.

Achievements

- Won Marketing Excellence Award 2012 for “Do Good Volunteer” collaboration with The Star publication.

Salient Information, Malaysian Youth Community
| Jun 2011 - Dec 2011

Client Servicing Marketing Executive

Key person managing FMCG clients which includes Nestle’s MILO and Sony Malaysia. Worked with creative directors, art designers and activation teams to ensure events move on schedule and executed professionally. Oversaw and developed proposal ideas for client’s campaign.

Achievements

- Key person in managing Nestle’s MILO cans “Next Games” campaign, an initiative aimed to expose youths with creative thinking, challenging youth to redefine sports to the next level. Campaign ran for 3 consecutive years.

INTERESTS

- Travelling
- Reading
- Music
- Outdoor Activities

AVAILABILITY

2 Months Notice Period

REFERENCES

Upon Request

EXPERIENCE

OMD (M) Sdn Bhd | May 2010 - May 2011
Media Planner

Liaison between client and creative agency.
Negotiated media spots booking on behalf of clients.
Coordinated campaign activations, media schedules and execution strategies.

Key clients - Panasonic, SCA Hygiene Sdn Bhd.

Achievements

- Contributed in a project with SCA Hygiene working on their launching of a feminine protection product (Libresse). Today, the product and brand has grown into one of the top leading brands in the feminine care segment.

Chilled Creative Sdn Bhd | May 2009 - Apr 2010
Account Executive

Key liaison managing the creatives, marketing collaterals and product events for client.

Key clients: 3M and Royal Sporting House

Achievements

- Successfully pitched and on boarded new account for company — Royal Sporting House.

Focus Media Sdn Bhd | Apr 2008 - Apr 2009
Sales Executive

Sold television network in elevator lobbies of premium offices and commercial buildings located in prime business districts to reach highly desired but hardest to reach group of business executives (PMEBs). Conducted cold calls and explored new commercial areas to increase client base and established rapport with media agencies and media owners.

Achievements

- Successfully retained Konica Minolta and closing a MYR 50K sales within 3 months.