



IRWIN LUA WEI HANN

Associate, Business Development
(Relationship Management)

CONTACT

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ACTIVITIES AND INTERESTS

Gym • Sports • Handicraft • Travel •
Voluntary Social Work • Art • Badminton

KEYS SKILLS AND CHARACTERISTICS

- Interpersonal & Communication Skills
- Leadership Skills
- Problem Solving • Analytical Skills
- Details-oriented • Multi-tasking
- Resilient on challenges • Hard-working

LANGUAGE PROFICIENCY LEVEL

- English – Fluent
- Mandarin – Fluent
- Malay – Basic

PROFILE

As both an **inspired leader** and a **team player**, I hold **high adaptability** towards my surroundings and believe that being dynamic creates high value of efficiency and effectiveness towards overall team contribution. As a proactive and fast learning individual, I am currently seeking career advancement and opportunity for professional experience in Business Analytical, Project Management and Marketing role in Singapore. My job scope involves **strategic business solutions**, **campaign planning** and **analyzing business** data to support sellers' business operations and decisions. Also, I possess strong multi-tasking skills with the ability to manage several projects and deadlines simultaneously and also with strong problem-solving skill.

Experience

Associate, Business Development (Relationship Management AND KEY ACCOUNT MANAGEMENT) in Fashion category | Shopee Malaysia

October 2022 - Present

- **Manage** a portfolio of 30 marketplace and mall sellers within fashion category, developing strong rapport, coordinating, and providing guidance on various marketing initiatives to drive exposure and sales: including **campaign planning**, **market analysis** and **pricing strategies**, achieving an **overall uplift of +30% sales and orders** in year 2023 vs 2022 prior managing them.
- **Analyze** latest market trends to identify market gaps and growth opportunities for sellers, increasing the overall market share by 15%
- **Review** and **Strategize** seller operational performance such as sales and orders, ads performance and marketing tools usage, providing strategic analysis and recommendations for sellers.
- **Key Achievement (1)**: Onboarded Poh Kong Sdn. Bhd. onto Shopee Mall, providing strategies, recommendation, planning and guidance to the brand management, thus achieving an **overall uplift of +192%** YoY performance, and also achieving a record-breaking sale of RM600k in 11.11 Shopee Mega Sales with a **total uplift of +280%** as compared to previous years, securing Top 5 placeholder in brand ranking for 3 consecutive campaign (10.10, 11.11 and 12.12).
- **Key Achievement (2)**: Acquired 2 marketplace gold traders (SengFong Jewellery and YouLoong Goldsmith) in early May'23, starting to manage expectation, strategic planning, campaign analysis and building strong rapport with them, achieving a total uplift of **+433% and +156% in sales** and **366% and +234% in orders** respectively.

PROGRAMMES & SOFTWARE

PROFICIENCY LEVEL

Microsoft Office Words – Intermediate

Microsoft Office Excel – Intermediate

Microsoft Office Power Point –
Intermediate

Google Sheet – Intermediate

Google Docs – Intermediate

Google Slides – Intermediate

Photoshop Software – Novice

Canva - Intermediate

Associate, Business Development (Operations) in Fashion category | SHOPEE MALAYSIA

MARCH 2022 – SEPTEMBER 2022

- **Manage** overall Category Price Check exercise to ensure platform price competitiveness, with an overall negotiation success rate of 70%.
- **Prepare** bi-weekly report in curation of latest keyword search trends and fashion trends to assist the Relationship Manager and Key Account Manager for better view on the latest market trends.
- **Assist** Category Manager in managing seller portfolio, providing logical and strategic recommendation.

EDUCATION

BBuscom (Banking and Financial Management & Business Law and Taxation) | MONASH UNIVERSITY MALAYSIA

JAN 2018 – JULY 2021

- 2nd Class Honors Division A
- WAM: 71.60%
- GPA: 2.83
- Recipient of Monash Entrance Scholarship

CAMBRIDGE INTERNATIONAL AS & A LEVEL | SUNWAY COLLEGE JOHOR BAHRU

JAN 2016 - JUNE 2017

- Achieved 3A's and 1B's in Physics, Computer Science, Mathematics and Chemistry respectively.
- Recipient of Jeffrey Cheah Entrance Scholarship

LEADERSHIP ACTIVITIES

HEAD OF LATIN AND TREASURER | MONASH DANCE FUSION CLUB

JUNE 2019 - JUNE 2020

- **Restructured** the financial accounting of the club, developing new system of fund tracking, eliminating unnecessary cost and improving club's overall financial health.
- **Manage** and coordinate Latin dance team, demonstrating leadership abilities, uniting members to perform as a whole and providing encouragement and guidance to members.
- **Negotiated** with Hotpot Kitchen for Sponsorship and ultimately acquired a total of 300 pieces RM10 voucher for concert sponsorship.