

PERSONAL CV

Name: Liu Yang
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Personal Particulars

Gender: Male
Date of Birth: 19 Jan, 1988
Nationality: Chinese
Passport No.: EJ4142388

Language Proficiency

1= Poor 10=Excellence

Language	Listening	Reading	Writing
English	9	9	8
Chinese(Mandarin & Cantonese)	9	9	8
Bahasa Malaysia	8	8	7

Computer Literature

1= Entry Level 10=Proficient

Software Skills	Rating
Microsoft Office Application (Word, Excel, PowerPoint, Access)	10
SPSS	9
Adobe Illustrator	8
Adobe Photoshop	7
Adobe Dreamweaver	7
C++ Programming	7

Education Background

May 2006 - August 2009

B.A.(Hons) in Finance, University of Hertfordshire
- Second Class Upper

September 2000 – May 2006

Tianjin No. 17 Middle School, China
- Secondary High School

Major Activities

August 2006 – January 2008

China Liaison Committee, INTI International Uni
- Chief Secretary

January 2008 – May 2008

Financial Management
- Class Representative

Simulation for Business
- Class Representative

January 2009 – May 2009

International Banking and Finance
- Class Representative

Corporate Finance
- Class Representative

Social Activities

June 2016

High Performance Training workshop

August 2016

Advanced Presentation Skills Workshop

September 2016

Manager Milestone Workshop

June 2009

Brand Conference 2009

August 2009

Pertandingan Kuiz Pelaburan PNB 2009

Working Experiences (Total year of full time working: 13 Years)

Taylor's University Sdn Bhd (Malaysia)

1 Jan 2022-Present

Regional Director (S13)

Major Responsibility:

- Responsible for driving **International Recruitment** and to also support other Regional Recruitment & National Recruitment department if needed, inclusive of assisting in cross-

selling of other programmes offered by Taylor's Higher Education.

- Accountable for managing team's performance in achieving team International Sales Target and Growth by annual and cycle. Target includes Student Registration.
- Co-develop sales / enrolment strategies with the Director and operationalize the business plans.
- Ensure timely processing of admissions via the International Office and Office of Admissions.
- Co-develop new market segments to growth enrolment
- Build strong agent relationship and enable to support agent management and recruitment.
- Assist in market intelligence and information gathering of competitors' offerings.
- Participate in all enrolment-related events and activities which include Open Days, Enrolment Days and other events organized to attract potential students.
- Ensure that all prospective students' information are accurately maintained and updated in Taylor's CRM system.
- Ensure that excellent customer service is provided at all times to new prospective students and parents through all channels.
- Handle complain and solve student problem and manage customer relationship effectively.
- Optimize the process efficiency and productivity of the International Sales team.
- Assist in producing relevant report as requested by the senior director.
- Responsible on the ROI and revenue as per the target by overseas trip/ event
- Responsible that the annual enrollment & registered target are achieved for the region assignment
- Manage and cultivate sales-driven culture within the team through recruitment and coaching of potential talents in collaboration with Sales Trainer.
- Manage sales strategies and business plans with the team and relevant stakeholders with clear roles and responsibilities.
- Ensure that all prospective students' information are accurately maintained and updated in Taylor's CRM system.
- Coordinate meetings, staffing requirements and staff briefings.
- Managing international & external stakeholders (e.g. Regulatory)
- Managing relations with foreign Embassies & Government Sponsorships
- Digital Marketing transformation
- Manage global offices

April 2017-31 Dec 2021

Manager (Senior/M12), International Student Recruitment

Major Responsibility:

- Responsible for assist **International Sales** and to also support other Regional Sales & National sales department if needed, inclusive of assisting in cross-selling of other programmes offered by Taylor's Higher Education.
- Accountable for managing team's performance in achieving team International Sales Target and Growth by annual and cycle. Target includes Student Registration.
- Co-develop sales / enrolment strategies with the Director and operationalize the business plans.
- Ensure timely processing of admissions via the International Office and Office of Admissions.
- Co-develop new market segments to growth enrolment
- Build strong agent relationship and enable to support agent management and recruitment.
- Assist in market intelligence and information gathering of competitors' offerings.

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- Manage and cultivate sales-driven culture within the team through recruitment and coaching of potential talents in collaboration with Sales Trainer.
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- Ensure that all prospective students' information are accurately maintained and updated in Taylor's CRM system.
- Coordinate meetings, staffing requirements and staff briefings.

Taylor's International Alliance Network Sdn Bhd (Malaysia)

February 2017 – 2, April 2017

Manager, International Student Recruitment

Major Responsibility:

- Responsible for assist **International Sales** and to also support other Regional Sales & National sales department if needed, inclusive of assisting in cross-selling of other programmes offered by Taylor's Higher Education.
- Accountable for managing team's performance in achieving team International Sales Target and Growth by annual and cycle. Target includes Student Registration.
- Co-develop sales / enrolment strategies with the Director and operationalize the business plans.
- Ensure timely processing of admissions via the International Office and Office of Admissions.
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- Ensure that all prospective students' information are accurately maintained and updated in Taylor's CRM system.
- Coordinate meetings, staffing requirements and staff briefings.

INTI International Education Sdn Bhd, Laureate Education Group(Malaysia)

August 2011 – 4 January, 2017

China Liaison Officer/ Manager, International Office

Major Responsibility:

- Handling general welfare for China students
- Liaise with agent and regional office in China
- Data Analysis for international students
- Handling inquiries from the parents / visitors from China
- Liaise with China Embassy in Malaysia
- Liaise with Alumni Relations for China graduate update

- Responsible for managing the sales team, developing business plan covering sales, revenue, and expenses controls, meeting agreed application and enrollment targets, and promoting the organization's presence throughout the international market.
- Develop sales coverage and marketing plan, specifically advising on the realistic forecasts for each product and territory, realistic costs of operating the sales force and sales promotional plans.
- Recruit, maintain and expand recruitment agent network as well as develop and improve rapport with all business partners.
- Increase business opportunities through various routes to market and lead source expansion.
- Carry out, analyze and update market insights and competitor activities on a consistent basis.
- Train and develop direct reports through consistent sales coaching and supervision as well as close monitoring of their performance.
- Coaching and prepare Admission team members in handling and approaching customers (students, parents, agents, etc)
- Gather, address and handle admission/sales related scenarios by developing solutions and FAQ via routine coaching sessions, aimed to prepare Admission team members in handling customer enquiries and objections.
- Develop coaching materials to assist/prepare Admission team members to focus and tackle scenarios in the following areas:
 - Programme related USP
 - Competitor and market insight
 - Selling/counselling and negotiation skills
- Review and evaluate Admission team members on their selling and counselling

skills/ approach, and encourage continuous development from time to time via scheduled and or organized on-going coaching sessions.

- International Student E-Service Development and Maintainers
- International Student Handbook revising and updating (English & Chinese version)

September 2009 – May 2011

Internship, International Office

Major Responsibility:

- Handling international student welfare
- Handling inquiries from our agents overseas (China as well as other nationalities)
- Giving support to our representative office in Shanghai, China.
- Handling international student walk-in inquiries.
- Assisting in international collaborations (China only)
- Liaise with China Embassy in Malaysia
- Handling phone calls and emails from parents
- Person in charge of airport pickup arrangement for international students
- Person in charge of hostel room allocation for new international students and Hostel Management System data management.
- Editing and revising International Student Handbook
- Doing research on existing international students
- Doing all types of data analysis for international students by using SPSS and report to the top management.
- Handling guests from China for visiting and camping.
- Monitoring on international student academic progression and advising on student personal development
- Developing “E-Services” for international students.
- Liaise with Alumni Division for Chinese graduates data updating.

September 2006 – May 2009

Student Helper (part time), International Office and Marketing

Major responsibilities:

- Handling international student welfare
- Handling international student enrollment process.
- Assisting in International Agent Conferences
- Assisting in international student airport pick up arrangement
- Assisting in organizing international student activities.
- Assisting in doing competitor data analysis

Enjoyed English Language Training Institute (Tianjin China)

2005-2006

Education Consultant (part time)

Major responsibilities:

Handling promotions of all the courses offered.

Handling student walk-in inquiries

Handling student registration

Recent Accomplishments

January 2023	“Lonjakan Pelajar Antarabangsa” 2022 Award by KPT
December 2022	Alpha Wolf Leadership Development Programme
November 2016	Highest Achiever Award for International Enrollment 2016
January 2012	Research on Peer Group Effect among China Students
January 2011	Completing the International Student E-Enrollment Data Base by using Google doc Application
December 2010	Study on International Student Retention (Pre-matured withdrawal studies)
November 2010	Attending Strategic Workshop on International Student Recruitment and Student Services
October 2010	Completing International Student Self Help System (ISSH).
May 2010	Consumer Immersion Studies on International Student Recruitment (China, Indonesia, India, Pakistan, Korea)
October 2009	Metric Filling System for International Students

Personal Strengths

- Strong communication skills (able to maintain a higher conversional rate walking inquires to application)
- Able to maintain a good relationship with agents (China, Middle East, Africa, South Asia)
- Good connection with China Embassy in Malaysia
- Able to anticipate the problems as well as the potential risks and come out with solutions and feasible strategies
- Strong analytical skills and willing to face the new challenges
- Creative and Innovative
- Able to apply Information technology into business/student management

References

Referee: Dr. Ng Sin Huei
Position: Associate Dean of Faculty of Business
Contact No.: 017-3621986
Email Address: sinhuei.ng@newinti.edu.my

Referee: Ms. Tan Huey Kuan
Position: Senior Director of International Business Development
Contact No.: 0123571163
Email Address: hueykuan.tan@taylor.edu.my