



WONG SEE CHENG

E-commerce Executive

WORK EXPERIENCE

Medic Pro Healthcare Sdn Bhd - Product Specialist

October 2018-September 2019

- Attain maximum sales growth, marketing share dollar return on responsible product line in assign territory.
- Over achieved quarterly sales by 30% in average.
- Attain latest product knowledge to prepare for new product launch.

Olympus (M) Sdn Bhd - Sales Executive

January 2020-April 2022

- Attain maximum sales growth, marketing share dollar return on responsible services line in assign territory.
- Improve sales tracking efficiency using Salesforce and SAP.
- Achieved 100% sales target for every fiscal year.
- Assist in marketing strategy planning to ensure smooth delivery of events and workshops conferences.

Shopline (M) Sdn Bhd - Merchant Success Associate

April 2022-May 2024

- Serve as point of contact between customer and technical team to solve the issues facing by customers
- Reduce the time and resources spent on conducting training by implementing self onboarding process
- Elevate customer engagement rate by 10% by utilizing EDM and social media campaigns
- Prepare and update learning materials(education hub, video tutorial etc.)

Nose International Sdn Bhd - Ecommerce Executive (Contract)

July 2024-Current

- Performed regular competitor analysis to stay informed about industry trends.
- Develop strategies to enhance website traffic and conversion rate.
- Spearheaded initiatives aimed at enhancing store layout for optimal customer flow and product visibility.
- Plan and optimize digital campaigns on platform including Meta, Google and TikTok.

WORK TOOLS

Proficient in:

Salesforce, Pipedrive, Trello, monday.com, Slack, Google Suite

EDUCATION

UNITAR International University

Graduated in 2024

Master of Business Administration (Major in Marketing)
CGPA 3.68

Universiti Tunku Abdul Rahman

Graduated in 2016

Bachelor of Science(Hons) Biotechnology
CGPA 3.0757

PERSONAL BACKGROUND

Goal-oriented executive with distinguished experience in medical sales and e-commerce industries. Proven leadership abilities in different projects. Expert in increasing productivity and customer satisfaction while driving revenue and sales. Committed to streamlining procedures while fostering good relationships among teammates.

ACHIEVEMENTS

- Achieve given sales target by 130%
- Assist healthcare professionals to conduct efficient diagnosis and treatment
- Manage both key accounts and non-key accounts to maintain strong client relationships
- Upsell and cross sell additional services to existing clients
- Increase customer retention every month by 10% through renewal program
- Spearhead projects include webinar, workshops, website revamp and yearly sales campaigns

EXTRACURRICULAR

- Digital Marketing Quantum Degree
- Google Analytics for Beginners
- Japanese Language(Intermediate level)
- Introduction to Psychology
- Brand Management: Aligning Business, Brand and Behavior

GET IN TOUCH WITH ME

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