

Leon Sha Hon Soon

E-Commerce Manager

✉ leonsha@hotmail.com

☎ +6012-3857811

 [linkedin.com/in/leonsha](https://www.linkedin.com/in/leonsha)

4 years of digital sales experience. Launched brands from 0 to a million, led a team overseeing sales operations across 2 countries, and generated more than RM2+ million in sales via digital marketing.

Experience

E-Commerce Manager

illy Malaysia | Jul 2024 - Present

- Leading a team of 5 across platform operations, digital marketing, customer support, and logistics.
- Achieved a 20% revenue increase across the Malaysian and Singaporean markets, with growth driven by a 25% surge in orders, 30% increase in traffic, and 7% rise in conversion rates.
- Boosted GROUP EBITDA by over 20% by optimizing and reducing operational costs.
- Redesigned the marketing funnel, driving a 100% increase in ROI by integrating new elements such as KOCs, KOLs, and lifestyle/educational video content.
- Established KPIs to streamline operations and improve customer experience, resulting in an increase in customer response rate from 65% to 85% and overall reduction in operational errors.
- Negotiated a strategic pricing deal with RedMart Singapore that saw a 25% increase in monthly orders.
- Drove a 15% increase in brand.com sales by enhancing user experience through a 50% load time improvement (introduced W3TC and CDN) and expanding payment options.
- Implemented strategies for online marketplaces that saw Shopee & Lazada increased sales by 35% and 10% respectively through tailored promotions.

Senior Analyst, Key Account Management

Lazada Malaysia | Dec 2022 - Jul 2024

- Managing 18 LazMall & marketplace key accounts with more than RM3+ million in monthly GMV.
- Increased PC2.5 to 14% and 80% price advantage for a local GSKA brand by focusing on new strategies to drive GMV, IPVUVs, brand awareness, etc.
- Took 3 brands from Top 20 to Top 10 by securing exclusive resources, prices, paid marketing, etc.
- Initiated 30+ brand activations (giveaways, anchor slots, etc) that saw BAU sales increase by 20%+.
- Secured RM300k+ worth of platform marketing packages for FY24 (3x Gold & 1x Silver).
- Budget controller for the team's LazSubsidy (platform's subsidy support).
- Managed Ecovacs' livestream with Onni Mart that generated 1 million in GMV on 7.7.

Senior Brand & Category Executive

Dasher Malaysia | Aug 2022 - Nov 2022

- Managed the sales and P&L across multiple categories (home appliances, mobile & accessories, and dashcams) on Shopee, Lazada, & brand.com (8 stores in total).
- Took a wearable brand (Maimo - subsidiary of 70Mai) from RM0 to RM200k/month.
- Oversee and optimize allocation of all marketing resources across all platforms and mediums (Meta, Instagram, YouTube, TikTok, etc) through active assessment of ROI, CR, CPC, ATC, etc.
- Generated more than RM2+ million in trackable sales via digital marketing.
- Reduced aging inventory by RM400k while maintaining profitability by working with suppliers, platforms, bundles, added services, etc.
- Launched a TV installation program that saw TV sales increased by 20%.

Brand Executive

Dasher Malaysia | Jan 2021 - Jul 2022

- Managed the marketing and P&L for key brands such as Xiaomi, TP-Link, 70mai, and Amazfit.
- Attained sales target of RM10 million for assigned accounts on a quarterly basis.
- Developed and designed the company's website (Shopify) that generated over RM1 million in sales.
- Pitched and formulated business & marketing plans for major Chinese brands.

Education

Bachelor of Science (B.Sc.) degree in Accounting & Finance

University of London | Sep 2017 - Sep 2021

Skills

- Microsoft Excel, Word & PowerPoint (with advanced Excel skills)
- Search Engine Management & Optimization (SEM/ SEO)
- Digital Marketing - Google Analytics | Meta Business Suite (FB/IG) | KOL Management
- Data Analytics & Project Management - Python | Tableau | MySQL
- eCommerce Platforms - TikTok | Shopee | Lazada | Shopify | WordPress