

**LOKE JIN HONG**

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### SUMMARY

Experienced Ecommerce Manager with a demonstrated history of driving sales growth, improving workflows, and leading cross-functional teams to execute successful ecommerce strategies. Proficient in managing sales plans, forecasts, and key metrics, while spearheading new product launches and major sales campaigns across multiple platforms.

### SKILLS & ABILITIES

Soft skill: Sale strategic, Critical thinking, Executor, Time management

Hard skill: Microsoft office: excel, word, PowerPoint, google docs, wps, lazada/Shopee/Mudah Seller Centre & google sheet

### EXPERIENCE

#### **Ecommerce Manager, Infinix Malaysia**

**Currently  
Working**

- Make yearly, quarterly and monthly sales plan and forecast and track key metrics on 2023 & 2024 Plan
- Align info and request with Creative Hub, DM, Marketing, GTM & related department to achieve E Commerce target & Project Task: New launch, Ddaysales & website
- New Move & Program Participate: Rescrture E Commerce work flow, Modify Monthly Financial Statement for EC, Secure Tiktok live show sales, daily sales & Retail Store Strategy
- Direct report to country manager & indirect report to Ecommerce HQ

#### **Senior Ecommerce Executive, vivo ( Vtalent Businesss Sdn Bhd)**

**Dec  
2022To  
Jun 2021**

- Make yearly, quarterly and monthly sales plan and forecast and track key metrics on JBP 2022 & JBP 2023
- Achievement: Top New Employee Performance 2021, Top Sales on New V23 Series & Merdeka Sales 2021, Top 5 GMV Ranking in Mobile and Tablet starting from Oct 2021
- New Move & Program Participate: T1Series Online Exclusive Model, V & X Series New Launch, Sales Campaign: Merdeka, Newyear, Raya, Enchance design flow to reduce workload and stress, change overall reporting format to upper management and increase sales with new strategy on Double Digit and Daily Sales.

#### **Ecommerce Executive, OPPO ( Jie Businesss Sdn Bhd)**

**Jun 2021  
To  
Jun 2020  
(1 Year)**

- Daily Monitoring and execution on sales performance over set sales target
- Propose and project manage new ECommerce initiatives for the company
- Work closely with marketing, warehouse and inventory teams to ensure smooth

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operation of online stores, including order fulfilment and logistics arrangements

## EDUCATION

**Degree in Entrepreneur (Wellness), Kelantan, University Malaysia Kelantan** 2016 To 2020

**Stpm in Accounting and Business/Management, seremban, SMK Seri Ampangan** 2014 To 2015

## HONORS & AWARDS

- Best New Employee 2021 vivo Malaysia
- New Launch Sales Achievement: V23 5G
- Personal Sales Achievement: 2022 Mar vivo Ecommerce
- 2024 Infinix Performance Achievement Award

## LANGUAGES

- Mandarin
- English
- Malay
- Cantonese