



YAU KIN YUEN

ECOMMERCE SALES LEAD

CONTACT



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24/5/1988

SKILLS

- Key Account Management
- Sales Planning
- Performance Management
- Business Development
- Sales Forecasting
- Strategic Prospecting
- Team Leadership
- Sales Analytics
- Product Merchandising
- Sales Promotions
- Teamwork and Collaboration
- Problem-Solving
- Adaptability and Flexibility
- Analytical Thinking

PROFESSIONAL SUMMARY

Dynamic and experienced professional with solid background in retail and eCommerce in various industries. Demonstrated ability to develop and implement effective sales strategies and promotions.

Highly motivated worker with experience in a fast-paced and constant changing working environment. Proven track record of exceeding sales goals and driving customer satisfaction.

Skilled in problem solving and providing excellent customer service and developing relationships with customers.

EXPERIENCE

September 2020 - Present

eCommerce Sales Lead

Versuni Home Life Sdn Bhd, Petaling Jaya, Selangor

- Overseeing MY eCommerce Channel and working closely with all support function to achieve consistent growth at eCommerce Channel
- Lead eCommerce Sales Team giving clear direction to achieve the company objective
- Achieve overall company assign channel and district net sales target, company profitability & GMV target
- Managing eCommerce A&P Budget, Maximize Sales Potential with above market benchmark ROI.

May 2019 - September 2020

Category Director

Lazada Malaysia, Kuala Lumpur, Kuala Lumpur

- Manage whole Small Appliances commercial operation to ensure achieve company assigned target
- Manage deal hunting from seller & traffic allocation for mega eCommerce campaign (eg. 11.11), platform module (eg. Flash Sales, BMO/CBMO &, etc), Super Brand Day / Brand Spotlight.
- Prepare Mega Campaign Deals Hunting Strategy, Forecast & Review
- Work with campaign team closing for monthly category campaign or joint category campaign.
- Define and implement a long-term category strategy that leads to YoY growth
- Develop good and long-term relationships with Key Seller advice and guide seller to grow their business on the Lazada Platform
- Identify category gaps (Product, Seller &, etc) and implement a strategy to capture opportunities to fill the gap.

LANGUAGES

- **Chinese (Cantonese)**
Native
- **Chinese (Mandarin)**
Native
- **English**
Bilingual
- **Bahasa Malaysia**
Fluent

March 2018 - May 2019

Sales Manager

C & J Clark Sdn Bhd, Shah Alam, Selangor

- Study and understand company overall Budget & P&L, suggest commercial team full year trading strategy at the different channels to achieve both sales and profit KPI.
- Act as an integral part of the Retail and Commercial Team, taking a lead in developing new business ventures across multiple distribution channels and supporting the opening of new accounts in line with our brand strategy.
- Takes the lead in business partner relationships and creates the operational approach to business partnerships with franchisees and distributors across Malaysia and Singapore
- Accountable for the continuous profile mapping and estate planning of each market aligned with our format and distribution strategies
- Leads new business development ventures seeking new accounts/partnerships in line with our distribution strategy

August 2014 - March 2018

Business Development/Key Account Manager

Luxottica Wholesale Sdn Bhd, Petaling Jaya, Selangor

- Handling company eCommerce (Lazada) & Key Accounts (Focus Point, MOG, Menara, Better Vision)
- Oversee Key Accounts and eCommerce Business to achieve and align management business objectives.
- Work with the business development team to improve business performance and relationship with the customer
- Develop and improve retailer business and partnership level with Luxottica
- Handling all sell in sell out activity to maximize business potential
- Collaborated effectively and efficiently with multiple departments and stakeholders to ensure customer service level was reaching customer and company expectations.
- Forecast, develop, and achieve the company's yearly sales budget

July 2013 - August 2014

Franchise Specialist

adidas (M) Sdn Bhd, Petaling Jaya, Selangor

- Managing and developing company Franchisee account (Mono Store)
- Preparing company pre-sales event & launching, assisting customers in making decisions in pre-order for company future product
- Achieve company-assigned sales target
- Looking for opportunities in store development in sales out improvement and store expansion

July 2010 - July 2013

Sales Executive

Panasonic (M) Sdn Bhd, Petaling Jaya, Selangor

- Handling and developing company Key Account business (Best Denki & Harvey Norman)
- Building company different category businesses, from Audio Visual, Home Appliances, Health & Beauty and etc
- Securing trade terms agreement with key account
- Creating weekly/monthly proposals for customers to place order
- Outlet visitation and spot check product display and corner condition
- Manage promoter performance and aid and advice to improve outlet share of business and sales performance.
- Propose, arrange and monitor tactical sales events (Road Show & Campaign)
- Building good partners with Key Account

EDUCATION

June 2010

Bachelor of Arts (B.A.) in Marketing

UCSI University , Kuala Lumpur

REFERENCES

References available upon request