

NICOLE NG JIN LE

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H: Selangor, Malaysia | Simei, Singapore

Over 10+ years of professional experience in international trading (B2B), buying and selling of consumer electronic goods with 6 years in start-ups specializing in E-Commerce(B2C). Hands-on experience in procurement, operations, marketing, business development and project management.

Noted accomplishments:

- Improved Meta ROAS with sales growth of 45% (\$395k)
 - Successfully garnered over 700 engagements in a single campaign without Ads on social media
 - Team recognition award for achieving over million-dollar sales revenue in its early quarter
 - Team high performance of achieving 150-300% production KPI's
 - Successfully launched service and product of Liquipel Nano-technology in Hong Kong Retail & Blackphone 2 by Silent Circle in Malaysia.
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PROFILE

Gender: Female

D.O.B: 14 January 1989 Race: Chinese

Religion: Christian

LANGUAGE(S)

English - *Fluent*

Malay - *Fluent*

Mandarin - *Conversant*

Cantonese - *Conversant*

Fujian - *Conversant*

EDUCATION

University of Hertfordshire (UK) 2011-2013

BA (Hons) of Communications 2:1 Second
Upper Division

HELP University College (MY) 2007-2010

Foundation in Arts

BA (Hons) of Communications

SMK Sri Permata (MY) 2001-2006

SPM A-Levels

Curriculum Achievements: MSSD, MSSS, MSSM
(Inter-state level)

COMPUTER SKILL(S)

Microsoft Office

Excel (*Intermediate*)

PowerPoint (*Intermediate*)

Adobe Creative Suite

Photoshop (PSD)

Illustrator (AI)

Flash (Animation)

Dreamweaver (Web)

Web Design Platforms

Wordpress, Shopify, Shoptline

Others

Asana, Trello, Slack, Canva, Salesforce, Google,
Lazada, Shopee, TikTok, WhatsApp Business, eBay,
Amazon, Hubspot, Zendesk

JIMEI PTE LTD / JM FLOWER

E-commerce Manager (Jul'24-Aug'24)

Accomplishment(s): Achieved KPI with 20% growth (MoM) on 1st month and achieved 103% of KPI on 2nd month through optimizing sales campaigns and digital performance.

Overall Responsibilities: Manage all marketing aspects of JM Flower's B2C2B retail and online presence to increase sales performance on Brand.com and NTUC Singapore.

- Planned and proposed marketing initiatives to increase growth to meet KPI (3 months).
- Collaborated with agencies to enhance SEO and SEM strategies.
- Enhanced operational processes and improved customer service for JM Flower.

Reasons for leaving: Concern over delayed salary payments and working condition.

CUURA SPACE / AUREAS MEDIA SDN BHD

eCommerce Sales Capture Manager (Aug'23-Nov'23)

Accomplishment(s): Highest sales growth by 45% GMV (395K) within 3 months and automated business on platforms (Shopee, Lazada).

Overall Responsibilities: Enhance CUURA Space's digital sales performance on existing and new market channels (Brand.com, Shopee, Lazada, XHS, Facebook, Instagram, Google Shopping).

- Improved internal SOP by implementing an ERP system to integrate inventories across platforms into a unified space.
- Advanced Search Engine Optimization (SEO) and Search Engine Results Page (SERP) organic search ranking for web(brand.com) through content curation and refining of Product Detail Page (PDP), articles, and implementation of Google Merchant Centre.
- Search engine marketing (SEM) management including creative, budgeting and allocation-running of Meta, Google and Shopee Ads.

Reasons for leaving: Lack of confidence to 3x revenue in 3 months and excessive parking fee.

DIALOGHUB SDN BHD / TECH STAR COMMUNICATIONS LTD HK (Since 2013)

Regional Manager Sep'22-Aug'23 (1 Year 2 Months)

Accomplishment(s): Garnered over 700+ engagements in a single social media campaign organically, successfully enhanced ROAS resulting 5x improvements in Ad campaign performance and bidding strategies. Team achieved operational highest performance exceeding weekly KPI by 150-300%. Team recognition award for achieving million-dollar sales revenue within 1 sales quarter.

Overall Responsibilities: Engage in international trading (B2B) of consumer electronics across Hong Kong, Malaysia, Singapore, New Zealand, U.S., and Dubai, while scaling the online business for home appliances on e-commerce platforms (Shopee and Lazada).

- **Marketing Campaigns** Strategically plan and implement marketing campaigns across social media (Meta Facebook, Instagram, TikTok) and 3rd party websites (Shopee and Lazada).
- **SEM Ads** Significantly improved platform ROAS (5x) through bidding and Ad campaigns.

- **Live and Videos** Supervised Shopping Live contents (Shopee, TikTok), promotional videos and social media contents whilst overseeing Ads strategy on Google and Meta platform.
- **Market Research** Analyzed and brokering of on-demand consumer electronic products for global buy-sell, gathering market insight for trading team.
- **Trainings** Supported trainings for executives and partner's programs to support client's market share in Southeast region (Indonesia, Singapore and Malaysia). Represented company in business networking events.
- **Marketing Assets** Content curation for articles to boost SEM and SEO whilst assisting UI/UX enhancement for websites (Wordpress) supporting in both visual designs and copywriting.

Business Development Specialized in Digital Marketing *(1 Year 6 months)*

Overall responsibilities: Primarily ensure production to meet demand whilst develop, manage, and improve sales performance via E-Commerce channels (eBay, Amazon, Lazada, Rakuten, Lelong, Mudah) and website (Magento).

- **Operations & Production** Managed operations overseeing a team of 10-20 part-timers to meet production deadlines. Successfully achieved and exceeded weekly KPI by 150-300%.
- **Purchasing & Sales** Supported market insight for consumer electronics to assist global trade to HK team targeting US, Europe, and SEA region.
- **Marketing Strategy** Designed and implemented marketing strategies to expand clientele through lead generation to increase sales orders online and offline.

Regional Purchaser > Assistant Sales & Purchase Manager *(2 Years 7 Months)*

- Assisted CEO and marketing team to meet service and product launch for Liquipel Nano-Coating Technology in HongKong retail.
- Assisted marketing team in Blackphone 2 product launch in Malaysia.
- Assisted General Manager in Malaysia on managing e-commerce website and platform (Lazada) achieving team recognition award in its early sales quarter.
- Daily buy-sell of consumer electronics (Wholesale and trading) to global clientele.
- **Overseas Job Assignment in Singapore:** To pioneer and provide training to support Singapore team on E-Commerce expansion in the region for 3-4 months.



COMPASIA SDN BHD MY

Regional BBTI Manager – Online *Apr'22-Aug'22 (5 Months)*

Overall Responsibilities: To scale online buy-back programs expansion in Southeast Asia overseeing 5 countries; Philippines, Malaysia, Singapore, Vietnam, and Thailand. Partnering with brands (Apple, Samsung), leading E-commerce platforms (Shopee & Lazada), distributors and dealers to support client's and brand market share in the region.

- Monitor account performance and generate weekly reports to higher management (Regional Head, CSO & COO).
- Design and oversee marketing campaigns to assist country brand communication in collaboration with cross-functional teams, including marketing, sales, and customer service, to align efforts and meet partnership goals.
- Negotiate contracts and drafting of agreements for contract collaboration working alongside legal department.
- Collaborate with APP designers to augment user experience customized by brand & partner's requirement

POINTSTAR / PS GLOBAL SERVICES MY

E-Commerce Executive Jul'20-Jul'21 (1 Year 1 Month)

Overall Responsibilities: Spearhead, develop and manage various aspects of the company's e-commerce businesses (WordPress, Shopee, Lazada, Carousell, Amazon SG) and social media accounts for Singapore and Malaysia.

- **Merchandising & Procurement**
End-to-end from research, sourcing to procuring of on demand products based on trend through various sources from partners (Jabra, Logitech, Lenovo, Moshi) and Alibaba platforms.
- **Logistics & Warehousing Support**
Pick and packing. Monitor inventory thresholds, forecasting, and stocks replenishments to fulfilment partner's warehouses (Singapore and Malaysia)
- **Marketing & E-commerce**
Propose sales campaigns, forecast and bi-weekly P&L reporting to CEO. Responsible for designing visuals for marketing campaigns ads to be published on multiple platforms (Google, social media (FB & IG), 3rd party platforms (Lazada, Shopee, Carousell), and websites (SG&MY).
- **Operations & Customer Service**
Establish Standard Operating Procedures (SOP) for E-Commerce Operations; Order & Return processes and setting of Terms & Conditions. Provide solutions to customer enquiries outside of FAQ'
Reason for leaving: Despite having enjoyed the work, I eventually succumbed to burnout.

JINGDONG MALL (JD.ID) HK

Independent Purchaser Jan'16–Feb'17 (1 Year 1 Month)

Overall responsibilities: Expand product range for e-mall start up in Indonesia assisting merchandisers for all categories. Duties include sourcing of latest trends and researching market demands; Authenticating products aligning with company's policy; Ensure price competitiveness; and Logistical arrangements such as warehousing and shipping of goods; Finance & accounting documents.

Categories: Household Products, Beauty Appliances, Consumer Electronics, and Sportswear.

Reason for leaving: Require relocating to another country.

ADVANTAGE WIRELESS INC USA MY

Trading Agent: Buy & Sell Aug'09-Sep'10 (1 Year 1 Month)


Overall responsibilities: Establish and maintain partnerships with clients across Southeast Asia supporting in daily market demand updates and reporting to CEO.

Reason for leaving: To pursue studies.

Short-term projects: ECCO Sdn Bhd (Footwear), ESH Sdn Bhd (E-tailer for household electronics), HOUZE Singapore (Household), **SIBKL (Religious organization)**.

Expertise in e-commerce, business development, analytics, and digital marketing with a solid understanding of business dynamics and marketing strategy.

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 Simei, Singapore / Selangor, Malaysia/
Ma On Shan, Hong Kong