



# SARAH TAN

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## PROFESSIONAL SUMMARY

Self-motivated with more than 10 years of progressive experience. Energetic self-starter and team builder. Navigates high-stress situations and achieves goals on time. A problem solver with proven ability to adapt and deliver with minimal supervision. Proven track record of successful project management and producing quality outcomes through leadership and team motivation.

## EDUCATION

**BA (Hons) : Hospitality Business Management, 2011**  
**University of Birmingham**  
Birmingham, United Kingdom  
2nd Class Upper

**Diploma : Hospitality, Leisure and Tourism Management, 2009**  
**Sunway University College**  
Selangor, Malaysia  
GPA : 3.65/4

## CORE QUALIFICATIONS

- Problem-solving
- Project Management
- People Management and Development
- Data Analytics
- Process Improvement
- Stakeholder Management
- Range Planning

## EXPERIENCES

### Lazada Group / Campaign Deal Hunting & Flash Channel, Manager

JUN 2024 - PRESENT, MALAYSIA

- Improve deal quality and drive sales to achieve campaign GMV targets.
- Implement process improvement plans to increase process efficiency and structure.
- Train a team to have continuous analysis and improvement skills and processes.
- Ensure KPIs for deal hunting are met to ensure campaign outcome is secured.
- Improved flash channel efficiency and sales with KPI metrics set.
- Reduce losses and increase spending efficiency through profit and loss analysis.
- Implement new strategies to enhance the channel's mindshare and traffic.

### Key Achievements

- Reduced % of whitelisted GMVC from over 33% to 15% through decision tree criteria while increasing opportunities for business strategy.
- Improved processes and trained the Deal Hunting team to be able to function with minimal supervision.
- Contributed to campaign achievements 18% above target platform.
- Structured Flash channel to align with the commercial team to enhance deal quality and commercial growth strategies.

### Lazada Group / Business Development Project, Manager

OCT 2023 - MAY 2024, MALAYSIA

- Perform analysis on Marketplace Supply topics.
- Initiate, plan, execute and manage Marketplace Supply initiatives.
- Coordinate and manage stakeholders in matters relating to Marketplace Supply.
- Lead projects to automate processes and reduce waste of manpower on mundane tasks.

### Shopee Express (M) Sdn Bhd / Area Manager

SEPT 2022 - SEPT 2023, MALAYSIA

- Managed hub operations through strategic process management to increase productivity.
- Identified and increased cost efficiency initiatives while assisting with the implementations of projects from Regional and Operation Excellence teams.
- Led, trained, and supervised 40+ employees in the ground management team to consistently meet daily KPI targets.
- Coordinated with upstream operations to ensure smooth execution at the operational level and maintain sufficient resources.
- Analyzed performance and ensure continuous improvements to achieve company goals.

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## LANGUAGES

- English (First Language)
- Malay (Fluent)
- Cantonese (Intermediate)

## **Key Achievements**

- Planned and executed an initiative to reduce total KV LM loss rates of 67% within 3 months.
- Implemented systematic tracking processes to increase traceability and efficiency.
- Turned around problematic hubs into high-performing ones by addressing the underlying issues, setting clear goals, providing support, and fostering a positive culture.
- Identified double costs processes and introduced newer refined ones to ensure seamless customer experience and cost savings to the company.
- Mentored and guided a staff towards excellence which helped achieve 2 promotions within a year.

### **Shopee Mobile (M) Sdn Bhd / BD Projects, Lead**

MAR 2022 - SEPT 2022, BOGOTA, COLOMBIA

- Structured the Cluster Management team and BD Projects (CMD).
- Led the BD Projects in decision making and analysis to increase efficiency and effectiveness - Deal hunting strategies, Campaigns and CFS deal pools, rebates methodology and efficiency, etc.
- Introduced tools and implemented processes to accelerate growth and communication.
- Established the co-work processes between departments and Cross Borders to ensure smooth processes.
- Managed budget control allocations and tracking.
- Initiated deal hunting strategies to increase quality and quantity while reducing workload., and ensure company overall product margins are protected.

### **Shopee Mobile (M) Sdn Bhd / BD Projects**

DEC 2021 - MAR 2022, MEXICO CITY, MEXICO

- Worked with the head of BD to improve Cluster performance and processes.
- Set up a deal hunting processes and tracking.
- Led RMs through knowledge transfer in seller growth and guiding to improve work efficiency, quality, and analysis reporting.
- Built up training decks for onboarding new joiners and current Relationship Managers.

### **Shopee Mobile (M) Sdn Bhd / Relationship Management**

JUL 2020 - DEC 2021, MALAYSIA

- Seller management - Managed seller's portfolios by identifying areas for improvement and creating opportunities for exposure and brand building to increase sales and growth.
- Educated and guided sellers to make use of marketing tools to manage their account and build up their portfolio.
- Assisted on account growth through our marketing packages and initiatives.
- Managed category campaigns and seller purchased campaigns such as KLIFB (by MBKM), MAPIM, and other seller banners.
- Led the team with guidance in sales strategies and data analysis.
- Ensured category targets and individual KPIs are met.
- Increased team efficiency through workflow improvements and project initiatives.

### **Sports Direct (M) Sdn Bhd / Category Manager**

DEC 2018 - JUL 2020, MALAYSIA

- Contributed to and implemented company procurement strategy for specific categories through budgeting and range planning strategies.
- Managed brand development of existing and potential new brands while maintaining competitive pricing in the market.
- Headed projects involving the company's future direction and ad hoc requirements in relation to creating operational efficiency.
- Negotiated purchase prices at distribution and manufacturer levels to increase profit margins.
- Provided a competitive edge through innovation and product creation, marketing collaborations with suppliers and the Marketing team.
- Led a team to achieve set goals, oversaw coaching, mentoring and performance, providing constructive feedback in a supportive environment.
- Reported on conducted market research and analysis to provide insights on sales trends and into how to increase competitiveness of products.
- Worked with stakeholders to ensure a smooth flow of supply and demand.

#### **Key Achievements**

- Troubleshoot stock issues to meet supply and demand and restructuring work flow and providing direction to create work efficiency in the department within 6 months.
- Successfully increased category sales by 21% within a year.
- Increased various activity (eg. Badminton (+42%), basketball (+52%)) and brands (Eg. Yonex (+34%)) sales through supplier negotiation and to improve overall margins.
- Led new projects on store enhancements - Q-stands, product wall merchandising through product sourcing and testing.
- Listed in more than 10 brands and expanded product price tier range.
- Increased activities offered in the company - eg. Sunglasses, nutrition, food and beverages.
- Improved workflow between departments through product management control.
- Led in the new processes and troubleshooting decisions during a major system migration.

### **Sports Direct (M) Sdn Bhd / Pricing Manager**

APR 2018 - DEC 2018, MALAYSIA

- Monitored and ensured company overall product margins are within the acceptable range.
- Analyzed consumer buying patterns through sales data from week to week.
- Managed healthy stock covers and aging products for the overall company through product offering and promotional mechanics.
- Reviewed product pricing amendments to ensure logical pricing strategy.
- Controlled price settings and margins for promotions, thematic and web products.
- Oversaw product defective issues for retail and web.
- Liaise with the warehouse on stock issues.

#### **Key Achievements**

- Restructured the team's operations by creating guidelines and improving operational flow within the different operational departments.
- Reduced company's overall aging stock from 20% to 7% within 6 months

- Handled the company price changes during the law enforcement on 6% GST.
- Started the web promotional activities together with the Ecommerce team.

### **Sports Direct (M) Sdn Bhd / Senior Buyer Executive**

FEB 2017 - APR 2018, MALAYSIA

- Sourced and purchased all goods within timeframes, budgets and company's quality standards.
- Analyzed pricing, lead times and manufacturing costs for new products.
- Continuously improved buying processes by developing strategies that enhanced operational efficiency through extensive research.
- Managed inventory control and product allocation with related stakeholders such as warehouse, outlets and suppliers.
- Closely monitored performance tracking reports and sales analysis to further improve buying patterns.

### **Gourmet Partner (M) Sdn Bhd / Senior Supply Chain Executive**

JUN 2012 - NOV 2016, MALAYSIA

- Managed the end-to-end process of a supply chain for the food industry such as forecasting, purchasing, negotiating, costing, shipping, and transportation issues.
- Developed sales materials such as flyers, price lists, training slides and company presentation info.
- Managed a customer service team, oversaw and troubleshoot issues regarding warehouse operations.
- Conducted staff training for operational improvement plans.
- Assisted and oversaw in ISO22000:2005 standards and procedures.

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