



Khoo Boon Seong (Ricky)

Details

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DATE / PLACE OF BIRTH

11-03-1986
Penang

NATIONALITY

Malaysian

Skills

Adaptability

Fast Learner

Ability to Work Under Pressure

Ability to Work in a Team

Strong Analytical Skills

Effective Team Leader

Analytical Thinking

Excellent Communication Skills

Microsoft Excel

SQL Financial Accounting

Hobbies

Gym, Cooking, Baking,
Badminton, DIY carpentry,
Movies, Songs and Cycling

Languages

English

Malay

Mandarin

Hokkien

Cantonese

Profile

Dedicated and results-driven Project Manager and Category Manager with over 10 years of experience in e-commerce and business development. Proven track record of leading cross-functional teams to successful project delivery and implementing category strategies that significantly increased sales. Skilled in managing inter-departmental communication, conducting market research, and developing key performance indicators. Adept at building and maintaining strong relationships with key stakeholders to ensure product availability and drive market share growth. Recognized for mentoring and guiding teams to replicate skill sets and achieve company goals. Possess strong analytical and communication skills, with expertise in Microsoft Excel and SQL.

Employment History

Business Development Manager at Ecart Services Malaysia (Lazada), Kuala Lumpur

NOVEMBER 2024 – PRESENT

- Manages the inflow sourcing of leads
- External stakeholder management which includes Government Bodies and local associations
- A-Z event management
- Internal stakeholder management with liaison between various departments eg Partnerships team and Government Affairs team

Project Manager at Ecart Services Malaysia (Lazada), Kuala Lumpur

APRIL 2024 – NOVEMBER 2024

- Led and managed cross-functional teams to ensure successful project delivery
- Managed inter-departmental communication to ensure all team members were on the same page
- Projects involved :
 - Headcount & productivity projections
 - Dashboards building to improve team efficacy
 - Target settings and monitoring for core pillars such as Marketing Ads

Category Manager at Ecart Services Malaysia (Lazada), Kuala Lumpur

JUNE 2023 – APRIL 2024

- Developed a category strategy that increased sales in managed categories
- Developed and monitored key performance indicators to measure category performance and identify areas for improvement
- Conducted market research and analyzed seller data to identify new opportunities and trends
- Developed and maintained relationships with key sellers to ensure product availability

BD Team Lead (Mid Tail) at Shopee Malaysia, Kuala Lumpur

JUNE 2021 – JUNE 2023

- Supervised a team of 36 relationship managers handling portfolios of all categories
- Mentored and guided sub team leads and team members ensuring all skill sets were replicated in daily tasks and capable of performing assigned duties.
- Demonstrated knowledge of company's mission, purpose, goals and the ability to help team members successfully achieve them.
- Execute marketing and promotional initiatives to help grow market share of the Mid Tail sellers.

BD Team Lead (FMCG) at Shopee Malaysia, Kuala Lumpur

MARCH 2019 – JUNE 2021

- Supervised a team of 11 account managers handling portfolios of Health & Beauty, Groceries & Pets, and Baby & Toys traders.
- Mentored and guided team members ensuring all were trained in daily tasks and capable of performing assigned duties.
- Demonstrated knowledge of company's mission, purpose, goals and the ability to help team members successfully achieve them.
- Managing a portfolio of 20 accounts within the Health & Beauty category.
- Develops and enhances strategic business partnerships by building trust with traders' key decision maker.
- Execute marketing and promotional initiatives to help grow market share and increase transactions

Sales Acquisition at Shopee Malaysia, Kuala Lumpur

APRIL 2018 – MARCH 2019

- Acquisition of sellers ranging from small businesses to big international brands (Health & Beauty portfolio).
- Execute entire sales cycle effectively and convincing presentation to clients.
- Ensuring sales pipelines are well planned and developed into sales closure.
- Educating the business counterpart on basic operational procedure.
- Conducting few events on educational purpose on the business.

BD Manager at Caliber Hunt International, Subang Jaya

MAY 2017 – MARCH 2018

- Source for new business opportunities, prospecting and generate new and potential clients to propose human resources solutions.
- Execute entire sales cycle effectively with the superior and convincing presentation to clients.
- Ensuring sales pipelines are well planned and developed into sales closure.
- Develop and build good relationship with new and existing clients for both customer satisfaction and new orders generation.
- Work closely with the consultants, General Manager and the CEO.

Sales Executive at Maymedic Technology, Petaling Jaya

JULY 2016 – APRIL 2017

- Field-based sales which focus on hospitals and medical centers.
- Specialized in the Central Sterile Supply Department (CSSD) and the Operation Theatre (OT) supplies.
- Soft skills and communication skills with the head of nurses and also purchasing department of respective hospitals.
- Stock management and paperwork such as quotation and costing preparation.
- Organize small events supporting hospitals.

Store Manager at Watson's Personal Care Stores, Kuala Lumpur

MAY 2013 – OCTOBER 2014

- Ensure the process of store operations from the opening until closing.
- Achieving KPI set by the company including sales, shrinkages and store standards.
- Hire manpower to ensure sufficient headcount for store operation.
- Prepare and check paperwork for internal audit purposes.
- Ensure proper stock replenishment and ongoing promotions.
- Liaise with relevant internal and external parties when necessary, i.e. different departments in the HQ and also suppliers

Health Advisor / Nutritionist at Watson's Personal Care Stores, Kuala Lumpur

DECEMBER 2011 – APRIL 2013

- Provide professional advice and knowledge to customers on health supplements.
- Achieve KPI, i.e. sales and shrinkages of the healthcare and supplement division in store.
- Liaise with the pharmacist and the store team to ensure stock availability and ongoing promotions.
- Ensure full replenishment of stocks in the health division in store.

Education

Bachelor in Food Science & Nutrition, UCSI University,

JANUARY 2007 – DECEMBER 2011

Monash University Foundation Year, Sunway University

JANUARY 2006 – DECEMBER 2006

Sijil Pelajaran Malaysia (SPM), SMK St. Xavier's

JANUARY 1999 – DECEMBER 2003

Internships

Medical Representative at Evergreen Medical Supplies

NOVEMBER 2010 – DECEMBER 2010

- Promote and sell orthopedics products of the company to rehabilitation centers and hospitals.

Dietition Assistant at Penang Adventist Hospital

NOVEMBER 2008 – DECEMBER 2008

- Ensure patients are treated with proper diet.
- Follow dietitian to go on rounds for each ward to check on the food prepared by the kitchen is tallied with their diet restrictions.
- Liaise with kitchen staffs on food preparation for patients

Kitchen Helper cum Waiter at Kenny Rogers Roasters

NOVEMBER 2007 – DECEMBER 2007

- Learn on food preparation process and kitchen cleanliness.
- Take orders from customers and liaise with kitchen staffs on food preparation.
- Customer service practices

References

References available upon request