



LEE HONG ZHENG (Thomas Lee)

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Experience

9 years of total experience

June 2017 - Nov 2018
(17 months)

Merchandiser
GoPro, Inc | Klang Valley, Malaysia

Industry	Photography
Specialization	Sales and Marketing
Role	Merchandiser
Position Level	-
Monthly Salary	MYR 3500 (basic and incentive)

- 1. Managed and conducted comprehensive stock counts for over 90 retail outlets on a monthly basis, ensuring inventory accuracy and stock replenishment.
- 2. Oversaw and maintained the visual merchandising standards across all outlets, ensuring displays were tidy, organized, and aligned with company guidelines.
- 3. Coordinated and assisted in the display of products according to corporate requirements for each outlet, optimizing product visibility and sales potential.
- 4. Prepared and submitted detailed weekly and monthly reports, including product images and relevant data, to GoPro Singapore for review and analysis.
- 5. Participated in various overseas training events to deepen product knowledge and stay informed on GoPro's future strategies and product innovations.
- 6. Cultivated strong relationships with local dealers, ensuring the effective communication of GoPro's goals and initiatives in the region.
- 7. Addressed and resolved retailer complaints and issues, providing timely solutions to enhance customer satisfaction and maintain strong retailer relationships.

Dec 2018 - Jan 2021
(25 months)

Sales Consultant
Thermos SDN BHD

Industry	Thermalware products and Cookware
Specialization	Sales
Role	Sales Consultant
Position Level	-
Monthly Salary	RM 4250(Basic & Allowance and Commission)

- 1. **Department Store Account Management**
 - Managed key accounts for major departmental stores across Malaysia, including Aeon,Parkson, Isetan, Robinson, and Sogo, ensuring effective product placement and customer relationships.
 - Developed and proposed repeat orders and seasonal promotions for departmental

- stores, processing purchase orders (POs) efficiently.
 - Created and submitted proposals for in-house fairs at departmental stores, including event setup and dismantling.
 - Proposed and coordinated master listings and product quantities for new store openings (e.g. Sogo JB & I-City).
- 2. Nationwide Fair Management (Baby Fair, HomeDec, Mall Fair under departmental stores).**
- Liaising with MPSJ and DBKL to secure licenses.
 - Coordinated with event organizers, proposed product selections, and processed purchase orders for fair participation.
 - Oversaw event setup, including POS system installation, material packing, and creation of marketing materials such as POP cards.
 - Managed stock counts, supervised promoter and sales personnel, and ensured seamless event logistics
 - Generated comprehensive sales reports for the accounting department following each event.
- 3. Corporate Sales and Dealer Account Management (MAS Airline, Nestle, The Alley, Aik Cheong, Haniffa)**
- Initiated cold calls to identify and engage potential corporate clients nationwide.
 - Proposed product offerings, pricing, and negotiated terms, including discounts, printing, margins, and quantities.
 - Coordinated product samples, met with key decision-makers, and facilitated shipment arrangements.
 - Managed the collection of payments and ensured timely delivery to corporate clients.
- 4. Outstation Outlet Management**
- Managed relationships with promoters, supervisors, and store managers at outstation outlets, including Aeon, Parkson, and Sogo, ensuring product availability and in-store merchandising.
- 5. E-Commerce Account Management (Zalora, Lazada, Shoppe, Vetttons).**
- Managed online retail accounts on platforms, including product uploads, promotions, and order processing.
 - Assisted with packing during peak seasons, such as 11/11, to ensure timely delivery and customer satisfaction.
- 6. Event Organization and Management**
- Organized the company's annual dinner, including serving as emcee for the event.
 - Coordinated logistics, including restaurant bookings, event flow preparation, and arranging lucky draw games.
- 7. Customer Service Support**
- Responded to customer inquiries and emails, providing timely solutions and ensuring high levels of customer satisfaction.

March 2021 - April
2023
(26 months)

Sales Representative

Agroforestry Group

Industry

Plantation

Specialization

Sales

Role

Sales Representative

Position Level

-

Monthly Salary

MYR 5000 + 500 (Basic and Commission)

1. Corporate Sales (B2B)

- Developed and presented proposals for Musang King trees to corporate clients,

showcasing the benefits and potential of the product for large-scale projects.

- Delivered compelling presentations to secure business deals, followed up on payment processes, and ensured timely collections.
- Actively involved in agricultural and forestry-related service projects, providing tailored solutions to corporate clients.

2. Sales to end customers.

- Offered specialized agricultural and forestry services to end customers, cultivating relationships through personalized presentations and solutions.
- Conducted client meetings, addressing inquiries and providing detailed product information to ensure customer satisfaction.
- Managed event logistics, including setting up office spaces and organizing buffet services for presentation days to enhance the customer experience.

3. Durian Plantation Visits

- Conducted on-site visits to Musang King plantations to gain in-depth knowledge of the product, ensuring a comprehensive understanding for client presentations and consultations

4. Cold Calling and Appointment Scheduling

- Proactively conducted cold calls to potential customers, arranged appointments, and introduced Musang King trees and related services to prospective clients

5. Sales Training and Development

- Provided product information and conducted sales training for new sales representatives, enhancing team performance and knowledge.
- Attended sales and marketing training sessions to continually improve strategies and stay updated on industry trends.

May 2023 - Now

Senior Business Development Manager

NIBAV Home Lifts (The Elite Elevators SDN BHD)

Industry	Home lifts
Specialization	Sales
Role	Business Development Manager
Position Level	Senior
Monthly Salary	MYR 5250 + 1750 (Basic and Commission)

1. Customer Relationship Management & Sales

- Conducted daily customer outreach through phone calls, reviewing Salesforce to ensure all assigned clients were contacted. Delivered concise product presentations, provided pricing details, and answered customer inquiries.
- Sent product photos, quotations, catalogs, and other required materials through Whats-app to ensure seamless communication with clients.
- Scheduled appointments for site visits or showroom demonstrations based on client preferences and needs

2. Site Visits & Client Consultations (Nationwide Coverage)

- Prepared all necessary materials for site visits, including measurement tools, quotations, catalogs, and mapping tools.
- Conducted comprehensive feasibility assessments at client locations, ensuring adherence to company standards and requirements.
- Delivered 30-minute product presentations at client sites, providing detailed information and securing deposits through spot closures.

- Invited clients to the showroom for further demonstrations if a decision was not made on-site.
3. **Showroom Engagement & Deal Closures**
 - Engaged actively with clients visiting the showroom after site visits, showcasing product features and emphasizing lift functionality and safety.
 - Implemented urgent closure strategies to finalize deals and drive conversions.
 4. **Client Follow-up & Lead Nurturing**
 - Followed up with clients after site visits, providing updates on promotions, new product series, and other relevant information to maintain engagement and encourage decision-making.
 5. **Sales Reporting & Documentation**
 - Utilized Salesforce to submit detailed reports, including voice recordings, quotations, photos, and information shared with clients post-call.
 - Uploaded site visit reports, photos, selfies, augmented reality (AR) visuals, and customer feedback forms to ensure accurate documentation of customer interactions.
 6. **Order Management & Processing**
 - Processed orders using Salesforce after customers signed quotations, ensuring accurate data entry and documentation.
 - Handled bank transactions, uploading signed quotations and bank slips to Salesforce.
 - Coordinated with the customer and CRM team for welcome calls post-order confirmation.
 7. **Customer Support & Issue Resolution**
 - Addressed customer inquiries, questions, and complaints, providing timely solutions and ensuring satisfaction.
 8. **Team Support & Training**
 - Provided product information and conducted sales training for new sales representatives to enhance team performance and product knowledge.
 - Assisted in translation and order closure, particularly for Chinese-speaking customers, facilitating clear communication and successful transactions.
 9. **Regional Sales Support & Showroom/Office Development**
 - Accompanied the Regional Sales Director on outstation visits to key locations, including Penang, Johor Bahru (JB), and East Malaysia, to assess and establish new showroom and office spaces.
 - Conducted market surveys to identify suitable locations for new showrooms or offices, evaluating factors such as customer demand, accessibility, and potential growth.
 - Provided training and mentorship to new sales representatives, ensuring they were equipped with the knowledge and skills to effectively represent the brand and drive sales.

Education

2017

Universiti Tunku Abdul Rahman

BACHELOR OF ECONOMICS (HONS) FINANCIAL ECONOMICS | Malaysia

Faculty

Faculty of Business and Finance (FBF)

Skills

Advanced	Typing Skills
Intermediate	MS Powerpoint, , MS Excel, MS Office, MS Word
Basic	POS system

Languages

Proficiency level: 0 - Poor, 10 - Excellent

Language	Spoken	Written
Mandarin	9	8
English	7	6
Bahasa Malaysia	6	3
Cantonese	8	0

Other :

MUET	Band3
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Additional Info

Expected Salary	MYR 6000.00 (Basic)
Preferred Work Location	Selangor, Kuala Lumpur

Other Information

About Me

Gender	Male
Age	30 years
Telephone Number	(+60) 012-6661829
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Nationality	Malaysia