

CURRICULUM VITAE: WONG EU GENE

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EDUCATION

University of the West of England (UWE Bristol), United Kingdom

July 2019 – April 2020

- Bachelor of Business (Hons) in Finance and Economics (Final Year).
- Subjects included Economics of International Financial Markets, Economic Theory and Policy, Behavioural Economics and Sustainable Business.
- Completed the course and achieved an Upper-Second Class Honours (Upper Division).

Taylor's University, Malaysia

April 2017 – May 2019

- Bachelor of Business (Hons) In Finance and Economics.
- Subjects included Intermediate Macroeconomics, Intermediate Microeconomics, Corporate Finance and Portfolio Management.

WORK EXPERIENCES

DoMedia Asia

February 2023 – present

Senior Account Manager

- Led client engagements and presentations, delivering tailored marketing strategies across diverse industries for both B2B & B2C markets
- Successfully managed 10-15 multichannel campaigns monthly, ensuring measurable success and achieving beyond clients' expectations.
- Consistently surpassed KPIs, driving RM250k gross monthly revenues through recurring and new clients.
- Demonstrated expertise and creativity in marketing strategies, leveraging ad platforms to optimise campaign ROI & enhancing brand influence.

Storehub Malaysia

April 2022 – December 2022

Business Development Consultant

- Prospect potential clients for SaaS product through arranging & leading products demonstrations, tailoring value proposition to fit the clients' needs.
- Exceeding monthly KPIs consistently, successfully nurtured & onboarded an average of 35 accounts monthly.
- Utilizing SPIN & NEPQ techniques to qualify prospects based on their current business challenges and needs.
- Manage existing sales pipeline, taking a lead role in developing business proposals to create & nurture opportunities and partnerships.
- Evaluate industry trends, developing business growth strategies to meet quarterly OKRs.

Oppo Malaysia

March 2021 – April 2022

Retail Project Executive (ODZ+)

- Demonstrated leadership and expertise by ensuring a high level of product knowledge & in-depth understanding of unique product selling points amongst partner staff & sales representatives.
- Coordinated with regional colleagues to construct more than 100 Oppo Design Zone (ODZ+) in the whole of Malaysia by 2022, whilst strictly complying with SI standard guidelines from APAC.
- Coordinated & planned sales related affairs on a region level, e.g., product launching, roadshows, campaigns and events.
- Responsible for daily sales operations with several different functions, e.g., customer relationship management, sales data analyzing & report, visual merchandising, & CPFR.
- Utilizing conditional and resource negotiation to manage 10+ accounts within a region level, generating monthly gross revenue of RM 1million.

Public Mutual Berhad**May 2019 – Present****Unit Trust Consultant**

- Help clients analyze their financial situation, establish their investment goals and propose an investment plan to achieve their financial goals.
- Advise clients in building a well-diversified unit trust investment portfolio after consideration of their risk tolerance and time horizon.
- Enhanced personal relations and interpersonal skills through frequent interaction with clients.

Ipoh Branded Food and Beverages - Restaurant**June 2020 – December 2020****Supervisor**

- Handle daily operations such as daily report of accounting, supervision and training of new and current employees to ensure customer satisfaction.
- Assistance of product margins and pricing strategies.

CO-CURRICULAR INVOLVEMENT**University West of England Volleyball Club****August 2019 – March 2020**

- Captain- Improved essential skills in terms of team building and leadership skills by leading the university/varsity team.
- Participated in numerous competitions held in different regions of the United Kingdom and in Amsterdam.

Community Service Initiative**March 2018 – June 2018**

- Conducted a community service initiative project by volunteering at an animal shelter called 'Second Chance' in Hulu Langat.
- Proposed and organized a fundraiser by selling food and beverages.

Taylor's University Debate Club**February 2017 – December 2017**

- Developed essential skills such as public speaking and critical thinking.
- Participated in several debating competitions and inter-university debate competitions.

SKILLS

Interests: Sports, Self-improvement, Public Speaking

Language: Proficient in English, Bahasa Malaysia and Mandarin

IT skills: Proficient in Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Eviews Data Analyzing Software, Salesforce, Xero

References

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