

# **Alyssa Hau**

Ara Damansara, Petaling Jaya, Malaysia | +60127734395 | alyssahau@gmail.com

## **Executive Summary**

Started my career in raw material industry as a trader, involved with food additives and other food raw materials. Specialised in vegetable fat, sweeteners, functional system materials and other commodities. In charge of providing technical support, customer relationship management and closing deals from the key accounts and new leads, mainly manufacturers from different industries, such as beverage, confectionery, healthcare and snacks.

I have completed my sales target every year and have exceeded the targeted sales amount by 100% in year 2022, and being promoted to sale manager that lead the sales team from different regions in Malaysia who report directly to the head of sales department and director.

I have completed my Bachelor Degree in Food Tech. from Northumbria University and Master Degree from University of Lincoln. In the course of completing my studies, I also worked part time in numerous retail outlets. This allowed me to achieve numerous skills set. I have proven the ability in organizing skills and my capacity of working hard under pressure on top of developing the responsibility for my commitments.

## **Internship**

### **1. Dalziel Ingredient U.K. (New Product Development, April 2017~ May 2017)**

#### **Role:**

- New Product development
- Quality Test for food product

## **Working Experience**

### **1. Epic Chemicals Sdn Bhd (Sales Executive, from July 2020~November 2022; Sales Manager, from December 2022 ~ present)**

#### **Role:**

- New Product Development (Developing new SKU from suppliers)
- Business development with existing and new leads
- Work closely with the planning team to manage cost of operation
- Met all KPI targets across all channels
- Handled and resolved customer service advisors via on site visit and virtual meeting with their research and development team.
- Liaised with sales team to improve overall customer service and successful customer conversion
- Assist to conduct customer quality assurance audit

### **2. Michael Kors (Sale Assistance in November 2017~ September 2018)**

#### **Role:**

- Improved customer experience and customer satisfaction scores
- Handling customer from Asia regions, eg. China
- Keep track on KPI, Shop conversion, and Unit Sales per transaction.

## Education

1. **Institute: University of Lincoln**, 2018-19 - MSc Agri- Food Technology
2. **Institute: Northumbria University, Newcastle**, 2016-18 - BSc(Hons) Food Science and Nutrition, 2<sup>nd</sup> & 3<sup>rd</sup> year
3. **Institute: UCSI University**, 2016-16 - BSc(Hons) Food Science and Nutrition, 1<sup>st</sup> year

## Skills

- Communication: communicate with customer at all levels, appropriately and professionally, and displayed the ability to influence the sale team.
- Awareness of market movement: liaised with sales, suppliers and customers from different level supporting the delivery of business objectives.
- Adaptability: proven the ability to operate effectively in fast paced environment with constant changing priorities.
- Leadership: record of leading, coaching and developing sales team

## Other Qualification

**GCE A- Level:** Chemistry, Biology, Mathematic

**IGCSE:** Biology, Mathematic, Chemistry, Additional mathematic, English, Business Studies, Malay, Mandarin

**IELST English Language test**

## Awards and Acknowledgments

- 2019 ESMT Technoriant Study Tour for Malaysian Entrepreneurs and SMEs.
- 2019 London Food Produce Show.
- Part of the team member of a voluntary role in organizing game booths for the children in a charity carnival in May of 2015 and May 2016.
- Team member of a drama performance in the youth leadership camp, which aimed in delivering possitive messages to the audiences in September 2015
- Participated in 2014 Asia Leadership Camp which supported by Harvard University ASIA Center and Harvard Kennedy School ASH center
- 2013 Malaysia Toray Science Foundation Education Award, the project entitled of Ultrafiltration and Reabsorption of Nephron which was awarded with Runner- Up Prize.

## References

- Available upon request.