

# Ken Wee Lubon Chin

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## PROFILE

An experienced business-to-business and business-to-consumer Account Manager skilled in content management system, e-commerce platform management, implementing promotional campaign activities by utilizing email marketing tool, cross-selling, and customer relationship management. A confident communicator who takes pride in building business and achieving the target. Current role:

- Strong analytical and market research skills.
- Reduce procurement cost by analyzing purchasing data history.
- Improve the efficiency of commodity circulation.

## CAREER EXPERIENCE

<b>A&amp;J Mobile Phone Accessories Limited, Dublin, Ireland</b>	<b>2018 - Present</b>
➤ <b>Account Manager</b>	<b>2019 - Present</b>
<ul style="list-style-type: none"><li>• Develop new product line and categorize customers to maximize business' turnover.</li><li>• Strengthen current business through constant communication and dependable product delivery.</li><li>• Supervise a team to conduct customer profile and behaviour analysis which captured sales opportunities.</li><li>• Led email marketing campaigns, social media advertisements, and tailored products accordingly.</li><li>• Liaise with procurement officers to maintain product data accuracy to enhance cashflow and mobility.</li></ul> <p><b>Key Achievements:</b> Generated €45k sales revenue in the first quarter of 2021 by launching a mobile phone and laptop product line.</p>	
➤ <b>Sales Assistant</b>	<b>2018 - 2019</b>
<ul style="list-style-type: none"><li>• Organized promotional materials for the new products through social media and email marketing campaign.</li><li>• Developed accurate financial records for the key customers to prevent overdue and outstanding payment.</li><li>• Managed purchasing orders and solved customers' issues by maintaining constant communication.</li></ul>	
<b>Excellence Logging Malaysia</b>	<b>2015- 2016</b>
➤ <b>Formation Evaluation Geologist</b>	
<ul style="list-style-type: none"><li>• Performed regular local risk assessment and minimized potential hazards.</li><li>• Collaborated with Wellsite Geologist for drilling log observation and interpretation.</li><li>• Adminstrated and examined all data as per client requirements and oil industry regulations.</li><li>• Carried out drill cutting analysis for the presence of carbonate material and lithological characterization.</li></ul>	

## EDUCATION

<b>Code Institute Ireland: Diploma in Full Stack Software Development</b>	<b>Present</b>
<b>Modules:</b> HTML, CSS, User-Centric Frontend Development, Javascript, Interactive Frontend Development, Python, Data-Centric Development, Fullstack Frameworks with Django.	
<b>CCT College Dublin: Diploma, Predictive in Data Analytics</b>	<b>2019</b>
<ul style="list-style-type: none"><li>• Worked on predictive analysis of Black Friday sales data by collecting data from sales and organized, extrapolated data for drawing conclusions and business suggestion for the Black Friday Business Sales.</li><li>• Presented detailed report by illustrating data mining methodology applied and interpretation by utilizing data mining model.</li></ul>	
<b>University College Dublin: MSc Petroleum Geoscience</b>	<b>2016 - 2017</b>
<ul style="list-style-type: none"><li>• <b>Imperial Barrel Award 2017 participant for European Region.</b></li></ul>	
<b>Curtin University of Technology: BAsc Geology</b>	<b>2011 – 2014</b>

## OTHER INFORMATION

**Language:** Mandarin (Native), English (Fluent)

**IT:** Microsoft, RapidMiner, Gitpod

**Interest:** Stock Investment, Cycling, Golf, Badminton