**MELISSA TAN LI ZHUANG**

**Block 352 Hougang Avenue 7 #10-729 Singapore 530352**

**+65 98455958 (Mobile) l** [**Melissa.Lz.Tan@gmail.com**](mailto:Melissa.Lz.Tan@gmail.com)

**PROFESSIONAL EXPERIENCE**

Standard Chartered Bank Singapore, Priority & International Banking *Senior* *Relationship Manager Specialize in managing clients under the Priority Banking Segment July 2010 – Current*

Key Achievements

* Merit in International Compliance Academy Advanced Certificate in Governance, Risk and Compliance
* Exsa Silver award for Excellent Service Award 2013
* Onshore priority banking cliental portfolio of 800 clients
* Overachieved target given for the year 2016 at 125%

Main Role and Responsibilities

* Manage a team of 4 junior relationship managers and provide mentorship and training.
* Take personal responsibility for understanding the risk and compliance requirements of my role; including those governing anti-money laundering, terrorist financing and sanctions; the Group’s policies and procedures; and the Group Code of Conduct.
* Effectively and collaboratively identify, escalate, mitigate and resolve risk and compliance matters.
* To grow and deepen Priority Banking customer relationships through effective relationship management, with a special focus on maintaining customer’s portfolio with deposits.
* To deepen existing customer relationships for Priority Banking segment to the specified service standards.
* To encourage product penetration across portfolio through robust portfolio engagement and referrals

**DBS Bank Ltd**

***Personal Financial Manager*** *June 2009 to July 2010*

Key Achievements

* Top Five in POSB for Single Premium Challenge 2009 for Branch Challenge.

Main Role and Responsibilities

* Understanding and managing customers’ financial needs analysis and on banking products, accounts, and services enquiries in an effective and efficient manner.
* Review and handle confidential client customer documents with due diligence and ensure conformity to KYC and AML standards
* Conducting credit reviews of customers profile for loans processing such as mortgage loan and personal loans

**Biolyn International Pte Ltd**

***Assistant Marketing Manager*** Jan 2008 to May 2009

Key Achievements

* Promoted to Assistant Marketing manager within ½ year as I was tasked to manage two sister company of media planning and retail outlets sales figures.

Main Role and Responsibilities

* Conceptualize and implement advertising and promotional strategies**.**
* Manage advertising and budgeting for sales and promotion campaigns.
* Prepared marketing collectuals and advertisements for sales staff support
* Prepared press release for new product launches for relevant media personnel (SPH, Mediacorp, etc)
* Conduct product trainings and manage sales performance of sales personnel help out in retail merchandising and retail display.

**Ximin Primary School** Year 2007

*Relief Teaching*

* Relief teaching on ad-hoc basis during the year 2007 for primary school students in English and Mathematics.

**EDUCATION**

**Royal Melbourne Institute of Technology (RMIT) Singapore Institute of Management (SIM)**

Bachelor of Business (Marketing) Jul 2006 – Jun 2009

**Singapore Polytechnic** Jul 2003 – Feb 2006

*Diploma in Business Administration (Marketing)*

* *Pioneer batch of Entrepreneurship course students where we managed the operations, marketing and P&L for a retail outlet*

**Relevant Skills**

**Banking and Finance:**

* **Capital Markets and Financial Advisory Services (CMFAS) Examinations**
  + M1B, M5, M6, M6A, M8, M8A, M9A, M9, HI, BCP and PGI.

**Web Centric Skill**

* Competent in computer application software such as MS Word, PowerPoint, Excel.

**Interpersonal and communication skill**

* Excellent in managing customer’s expectation within constraint of banking rules
* Obtain valuable soft skill and techniques needed to handle demanding customers
* Able to communicate and write in English, Mandarin
* Possess Client relationship management skill
* Negotiation & objection handling skills

**Multi-tasking**

* Excel in multi-task by providing resolution both on email, phone and over the counter
* Able to work under pressure while maintaining KPI standards