

Ip Siu Hang (Alex)

Mobile: +852 96746804

Email: ipshalex@gmail.com

LinkedIn: www.linkedin.com/in/ipshalex

Address: Room 2001, Shing Chiu House, Tin Shing Court, Tin Shui Wai, Hong Kong

Professional Experience

Business Analysis Officer, PCCW Media Limited (Now TV)

August 2015 - Present

- ❖ Facilitate with Sales and Marketing teams to launch 3 new major ordering systems (acquisition, e-commerce, up selling / retention) with implementation to Oracle cloud solutions, which saves over 100,000 paper forms (more than 50%) per month and reduces reliance on manual data input
- ❖ Manage backend systems for Over-the-top (OTT) service (namely *Now Soccer*, *Now Player Junior*, *HBO GO*, *Now Pinoy TV*); Successfully launch Gift Card (*Entertainment Go*) that is sold in over 1000 sales points; implement iOS In-app Purchase function; manage Customer Service system
- ❖ Complete over 10 medium to large projects through rounds of software development life cycles
 - Perform technical consultation, assess business needs with integration to technology and document operation processes with users from various departments for requirements
 - Communicate with vendors and quality assurance teams for clarification on user requirements
 - Involve in User Acceptance Test and facilitate timeline of the projects
 - Educate users to use newly built / enhanced software, e.g. product setup systems and ordering systems
- ❖ Facilitate data update few times a month to launch new marketing offers to different ordering systems

Instructor / Marketing Associate, First Code Academy

July 2014 - April 2015

- ❖ Teach and inspire over 500 children / teenager (6 to 17 years old) to make creative mobile apps with Massachusetts Institute of Technology (MIT) developed coding tools
- ❖ Teach 10 classes per week and facilitate online and offline communications with parents after class
- ❖ Create over 30 sets of teaching curriculums for different age groups and levels
- ❖ Source online marketing materials with graphics, videos, news, etc and interact in the online marketing channels
- ❖ Produce videos for pre-event promotion, marketing, etc
- ❖ Procure and express entrepreneurial thinking and spirit in the startup team

Education

The Chinese University of Hong Kong – United College

August 2011 - July 2015

Bachelor of Engineering

Major in Systems Engineering and Engineering Management

Minor in Journalism and Communications

Scholarships / Awards:

- ❖ Yau Ying Sum GOAL (Globe-Oriented Active Learning) Programme Scholarship
- ❖ Yeung Chung Kee General Education Multimedia Production Prize
- ❖ Alumnus Cho-Yee To Award for Chinese Classical Art

Université Catholique de Lyon

May - June 2014

Summer Exchange Course

French Language and Culture - completed Beginner course (80 hours) (sponsored by GOAL Programme Scholarship)