**Ip Siu Hang (Alex)**

Mobile: +852 96746804 Email: [ipshalex@gmail.com](mailto:ipshalex@gmail.com)

LinkedIn: [www.linkedin.com/in/ipshalex](http://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)