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Experienced in instructional design and training management for over 12 years, I excel in delivering effective learning experiences that boost performance and growth. My targeted programmes and innovative tech led to a 15% training effectiveness increase and 21% sales performance improvement. Skilled at building relationships with stakeholders, I consistently enhance employee skills, positively impacting results.

EXPERIENCE

MAR 2023-
JUN 2023

SALES ENABLEMENT MANAGER, APAC | HAWORTH SINGAPORE PTE LTD

In this new role, empowered the sales team, drove success, and enhanced customer engagement. Evaluated and improved training onboarding, sales strategies, and resources for optimal sales performance in the dynamic Asia Pacific market.

Achievements:

- Conducted comprehensive analysis of existing sales training modules, recommending actionable enhancements.
- Streamlined onboarding process for sales representatives and dealers, reducing onboarding time by 20% and achieving 90% new hire satisfaction.

SEP 2020-
OCT 2022

BRAND AND PRODUCT TRAINER, SEA & CHINA | COMMUNE LIFESTYLE PTE LTD

Created engaging online programmes on LMS for external and internal customers in Southeast Asia and China. Developed diverse instructional content, including product knowledge, sales education, soft skills, and industry best practices. Identified training needs, designed, and delivered targeted sales training programmes, applying principles of andragogy to align techniques with brand messaging. Managed region's dealers with tailored support and innovative solutions.

Achievements:

- Contributed to onboarding and training of 180 new sales and dealer employees, facilitating productivity and integration into the sales team.
- Curated a collection of over forty-two resources encompassing sales techniques and best practices, empowering sales teams with accessible information.
- Facilitated four impactful sales workshops, integrating knowledge, communication, and storytelling, leading to 21% improvement in sales performance and a boost in customer engagement.

DEC 2018-
JUL 2020

TRAINING MANAGER, APAC | CELEBRITY CRUISES INC

Offered comprehensive training support to external and internal customers, specialising in creating APAC-focused instructional content aligned with head office standards. Developed and delivered comprehensive training programmes for travel agents, focusing on product knowledge, selling techniques, and current cruising trends and destinations.

FEB 2012-
DEC 2018

Achievements:

- Implemented blended learning with e-platforms and workshops, combining principles for flexible training, leading to 30% better learning outcomes and 20% improved agent performance.
- Conducted regular assessments, analysing feedback and trends, enhancing programmes to align with the evolving industry, resulting in a 15% reduction in complaints.

TRAINING & BD, ASSISTANT MANAGER | Q LIFESTYLE (S) PTE LTD

Led a high-performing team of seven product trainers, fostering collaboration and innovation, delivering customer-centric training materials to increase in customer satisfaction across diverse regions. Enhanced customer experiences through post-training feedback initiatives. Provided sales performance optimization solutions with market-focused products and destination development.

Achievements:

- Implemented innovative training technologies, reducing expenses by 25% and improving effectiveness by 15%.
- Engaged audiences exceeding 450,000 members in MENA and RCIS through dynamic product owner/ trainer presentations.
- Orchestrated the successful launch of an online holiday product called tripsavr.com, guiding a 3-phase new product development strategy, leading to a remarkable 38% increase in online sales and a 20% expansion of the customer base.
- Played a pivotal role in developing and launching a highly acclaimed mobile app in May 2018. App rated 4.8 stars on Apple App Store and Google Play Store.

MAR 2010-
DEC 2011

SR LANGUAGE INSTRUCTOR | ASST MANAGER | ELEC LANGUAGE SCHOOL

Led the teacher department of ten international teachers and three local teachers and increased overall student satisfaction across diverse language proficiency levels. Revolutionized education and entrepreneurship through exceptional language foundations and diversified academic and business English courses. Strategically planned core functions, including course development, quality assurance, sales, and fostering positive intercultural student-teacher connections.

Achievements:

- Improved language learning outcomes for learners with diverse backgrounds and proficiency levels through innovative, student-centred curricula, resulting in a 25% increase in student engagement.
- Successfully organized and marketed three 6-week summer camps to Korean elementary and middle schools in Seoul and Busan, attracting sixty students with lodging and transportation, and outperforming competitors of the same school size, generating a net profit of MYR69,000.
- Established a corporate training division, offering customised programmes for local and international companies, including DK Leather Corporate Berhad, securing partnerships with five firms within the first six months.

AUG 2007-
FEB 2010

SR ENGLISH TEACHER | ERICAN EDUCATION GROUP

Cultivated an engaging and enjoyable English learning experience for diverse students, fostering organic referrals and increased enrolment. Performance-driven instruction established a reputable, professional image.

Achievements:

- Fostered an inclusive classroom environment, promoting mutual respect, where 90% of students felt comfortable expressing themselves.

- Implemented engaging teaching methods and customised communicative, theme-based, integrated skills lesson plans for diverse learners, resulting in the creation of an average of two new classes across diverse language proficiency levels and significant improvement in ESL learners' language proficiency and writing skills.
- As an active member of the Advisory Committee, contributed to school improvement by spearheading a dynamic school holiday programme, resulting in a notable 20% increase in student enrolment.

JUN 2006-
JUN 2007

SENIOR SALES MANAGER | HOTEL EQUATORIAL KUALA LUMPUR

Boosted sales revenue for a 5-star hotel with 250 guest rooms, eight meeting rooms, and various hotel services by expanding and maintaining new and key business accounts. Successfully promoted the hotel's product image to diverse business and conference accounts, while implementing effective sales call cycles to foster strong client relationships. Proactively managed a diverse client portfolio, managed correspondence, rate agreements, and collaborated with key stakeholders.

Achievements:

- Successfully prepared, presented, and executed sales proposals, proactively resolving challenges, implementing enhancements without compromising profitability. Demonstrated 25% sales proficiency, achieving consistent closures and sustained profitability.
- Strategically employed revenue management techniques, securing favourable room rates, function space commitments, and food & beverage consumption. Generated MYR225,000 in new room sales, surpassing 130% of sales target.

JAN 2004-
MAY 2006

SALES MANAGER | THE ROYALE BINTANG KUALA LUMPUR & DAMANSARA

Strengthened hotel sales by expanding and maintaining key travel agency accounts, contributing to increased revenue in both properties with 550 guest rooms and nine meeting rooms. Implemented effective sales call cycles to foster strong client relationships. Strategically monitored selling strategies and block usage, fuelling revenue.

Achievements:

- Achieved 25% higher bookings through enhanced B2B sales and strategic pricing on metasearch and OTA platforms. Analysed listings, resulting in a 30% improvement in visibility.
- Represented the hotel in 8 trade fairs, securing five new Japanese accounts, like Ito-chu, averaging fifty room nights. Successfully secured substantial group bookings, including Interhash-Pan Asia in 2005, totalling 250 room nights.

SEP 2002-
JAN 2004

BUSINESS DEVELOPMENT MANAGER | DIRECTLINK TRAVEL & TOUR SDN BHD

Devotedly pursued new account acquisition and provided dedicated service to existing accounts, bolstered by consistent follow-up. Cultivated enduring relationships with hoteliers and suppliers, fostering strong business partnerships as a business development manager.

Achievements:

- Successfully organised incentive trips for Great Eastern Malaysia to Langkawi (1200 people) and the K-Link MLM incentive group to South Korea (160 people) led to revenue equivalent to three months of average monthly sales.

MAY 2001-
JUN 2002

TELE- CANVASS | GLOBAL ESTATE CO. LTD. THAILAND

Proficiently managed diverse tele-canvassing responsibilities, encompassing call generation, data entry, filing, records management, and billing for properties located in Thailand, Australia, and North America.

Achievements:

- Created an efficient Excel format for accurately inputting and organising customer data streamlined data entry processes, reducing data entry time by 40% and increasing data accuracy by 95%.
- Efficiently understood the customer requirements and provided accurate information and data for three properties, enabling the sales managers to surpass the target revenue by 2.5 times.

EDUCATION

- 2000 ○ BA ASIA PACIFIC STUDIES & INTERNATIONAL RELATIONS | UNIVERSITY OF LEEDS
- 2004 ○ CERT IN IB & BM | CHUNGHWA CORRESPONDENCE SCH CHINESE TAIPEI, ROC
- 2015 ○ ADVANCED CERTIFICATE IN ENGLISH LANGUAGE TEACHING | TEFL EXPRESS UK

EXPERTISE

Action Mapping | Andragogy | Assessment & Evaluation | Blended Learning Solutions | Collaboration | Content Authoring | Content Management Systems (CMS) | Curriculum Design | Data analysis | E-Learning Development | Facilitation | Formative Assessment | Instructional Design (ID) | Internet and Web Development | Interpersonal Skills | Learning Experience Design (LXD) | Learning Management Systems (LMS) | Needs Assessment | Pedagogy | Project Management (PM) | Public Speaking | Scriptwriting and Storytelling | Stakeholder Engagement & Management | Summative Evaluation | Training Needs Analysis (TNA) | User Experience Design (UXD) | Video & Interactive Media Production

ADDITIONAL TRAINING

2023

The Project Management Certificate by Google

Scrum Master Certification by Coursera

Instructional Design Foundations and Applications by University of Illinois at Urbana-Champaign

Basics of Inclusive Design for Online Education by University of Colorado Boulder

2022

Scrum Fundamentals Certified

2021

WSQ Essentials of Franchise Management | WSG Organizational Relationship Building | WSG People and Performance Management | WSG People Development | WSG Service Leadership

2017

Corporate Grooming, Protocol & Business Etiquette for Professional, Knowledge Hub Asia Malaysia | Emotional Intelligence, TED Learning Malaysia

2016

Project Management Professional Training, iKompass Singapore

LANGUAGES

English | Mandarin Chinese | Cantonese | Bahasa Melayu | Indonesian | Thai (A2) | Korean (A2) | Japanese (A2) | Russian (A1)

Denotation: A1 Beginner | A2 Elementary

GENERAL INTERESTS

Badminton | Brisk Walking | Cooking | Foreign Languages | Hiking | Travelling

OTHER INTERESTS

2016-Present

Vice President | Singapore Modern Pentathlon Association, Singapore

Certified Thai Traditional Massage | Wat Po Thai Traditional Medical & Ayurveda Association, Thailand.

PORTFOLIO

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