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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Jason Cheng | |  |  | | --- | --- | | 366 Melrose Drive, Tullamarine VIC 3043 |  | | +61 425 031 020/+86 188 0024 8136 |  | | Jason.chengxu@gmail.com |  | | www.linkedin.com/in/jasoninmel |  | |

Seasoned Managing person with more than 6 years of experience in fast-paced FMCG Export from Australia to Asia. Intensive Supply Chain Management, New Product Development and China Marketing experience. Excellent bilingual communication, analysis and presentation skills. Track record of achieving exceptional results in new product developing, launching and marketing in China and cold-chain supply chain optimization.

# Skills

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| --- | --- |
| * Strong Microsoft Visio skill * Efficient time management skill * Problem identifying and solving skill * XERO and MYOB Enterprise * Collaboration skills with both internal and external stake holders | * Strong Excel skill * Excellent communication skills in both English and Mandarin * Integrated Supply Chain cost analyzing skill * Critical thinking * Negotiation skill |

# Experience

### OCTOBER 2017 – CURRENT

## Sales and Supply Chain Manager

## Kyvalley Dairy Asia Pty Ltd, Melbourne & Shanghai

**Responsibilities:**

1. Cold-chain Logistics and Supply Chain Management
   1. Exportation from Australia
      * Coordinate with Production & QA;
      * Production & Freight Planning with 3PL
      * Cost and quality control of International Cold-chain logistics
   2. Importation in China
      * Coordinate with 3PL in China for clearance and inspection
      * Cost control of importing
      * Inventory management in Distribution Centre
      * Development of clearance in new airport
   3. Information Flow Management of Export and Import
   4. Cost Analysis and Management of Integrated Supply Chain
2. Sales and Account Management of Company’s Brand
   1. Online and Offline Channel Management
      * Development of E-Commerce Customers and Regional Distributors
      * Pricing Management
   2. Products Promotion
   3. Social Media Management
   4. Exhibition and Major Events Management
   5. Industry Research and Data Analysis
3. OEM Customer Sales and Account Management
   1. Development of new OEM Customer
   2. Contract Management
   3. Analysis of Customers’ Sales Channel
   4. Customization of International and Inland Cold-chain Logistics
4. Government and Industry PR Management
5. Other Ad hoc Duties:
   1. Budget making and adjusting
   2. Finance and Sales Report
   3. Competitor Analysis

**Major achievements:**

1. Finalized organic certification in both Australia and China in November 2017, six months shorter than anticipated. This made company’s pasteurized organic fresh milk product the first one in history that is certified by both China and Australia.
2. Successfully organized Product Launching Event in Shanghai in January 2018 for the organic fresh milk product. Event invited and was endorsed by Business Consul of Australian Consulate and China Organic Food Certification Centre. Over 10 medias also covered the event with follow up reports.
3. Successfully developed the first Private Label customer in May 2018 and started stable weekly supply.
4. Decreased the air freight cost by 15% by optimizing the loading methods.
5. Decreased the import custom clearance cost by 59% by consolidating shipments.
6. Decreased and stabilized the delivery time to four days after production, by optimizing the export supply chain.
7. Established initial brand recognition via two major tradeshows and started to sponsor series of Austrade events;

### january 2015 – september 2017

## Export Manager

## Jonesy’s Dairy Foods Pty Ltd, Melbourne

**Responsibilities:**

1. New Products (Jonesy’s label) and Supplier Sourcing
   1. Market Research and Product Positioning
   2. Supplier Sourcing and Negotiation
   3. Contract Management
   4. Packaging and Label Management
   5. Development of Promotional Materials
2. Supply Chain Management
   1. SOP Management
   2. Supplier’s Stock Management
   3. Sales Order Management
   4. Purchase Order Management
   5. Logistics Planning with 3PL
   6. Logistics optimization upon Customer’s request
3. Sales and Customer Management
   1. Attending Tradeshows
   2. Sourcing Customers
   3. Supply Chain Customization
   4. Analysis of Customer’s Sales Channel
4. Government and Industry PR Management

**Major achievements:**

1. Bring Jonesy’s brand to the position of the second largest brand among Australian exported fresh milk brands to China;
2. Developed Jonesy’s UHT product and expanded sales to whole mainland China;
3. Developed Jonesy’s Full Cream Milk Powder and launched in Southern China;
4. Developed Jonesy’s Skim Milk Powder and launched in Southern China;
5. Developed Jonesy’s Infant Formula and launched in Southern China then expanded to whole mainland China;
6. Developed Jonesy’s cookies and launched in Eastern and Southern China;
7. Developed five flavours of Jonesy’s Ice Cream and launched in Southern China.

### July 2012 – january 2015

## Administration Executive

## Australia Lian He Pty Ltd, Melbourne

**Responsibilities:**

1. Account Management
2. Administration duties
3. Sales and Brand Management
4. Logistics
5. New Product Development

**Major Achievements:**

1. Participated in the project of Australian Fresh Milk Firstly Export to China. Major duties included label design and translation, label registration in China, logistics company sourcing and developed cold-chain freight using dry ice;
2. Participated the development of infant formula products and export logistics. Product was successfully launched in China.

# Education

### June 2012

## Master of Professional Accounting

## RMIT, Melbourne

Subjects:

* Financial Accounting Management
* Cost Accounting Management
* Accounting for Corporations
* Financial Decision Making
* Economic Analysis for Business
* Quantitative Methods for Accounting
* Taxation Law and Practice
* Business and Corporation Law
* Auditing and Assurance Service
* Contemporary Accounting Thought
* Quantitative Methods in Finance
* Strategic Information Systems and Accounting

### July 2008

## Bachelor of English Literature

## Anhui University of Technology, Anhui

# Language ability

* Test for English Major: Band 8
* IETLS: Writing 7.5, Reading 7, Listening 7.5, Speaking 7
* National Accreditation Authority for Translator and Interpreter: Paraprofessional Interpreter

# Referee

Available upon request