

YI LIN ONG

Marketing Assistant

New York, United States | 646-763-4227 | yong@nyit.edu | linkedin.com/pub/chauntelle-ong/

PROFESSIONAL PROFILE

- Marketing Assistant with 2 years of experience in Real Estate.
 - Creating marketing promotions to attract more international/foreign customers.
 - Recognized ability to create high-quality content and utilize digital marketing to increase SEO (rankings, conversion).
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WORK EXPERIENCE

MARKETING ASSISTANT

YAS Home NY Realty Inc. | Manhattan, NYC |

2019-2021

Startup real estate brokerage firm in Manhattan targeting international/foreign students and workers. Prepare customized PDF brochures for clients according to their preference of locations, rent budget, and preferences. Contacting leasing managers of rental buildings to acquire inventory and price information.

- Completed direct sales closing average 10 deals monthly, KPI of \$30,000. Content creation: Generating posts daily on social media platforms such as Facebook, TikTok, WeChat groups, RED, and other online forums that international students commonly use.
- Experience with using Canva, Google Slides, Flat Icon for PPT. Outsource for Graphic Designers to come up with unique posters for seasonal festive occasions. Delivered a clean aesthetic across internal and external materials, including social media channels and presentations.
- Utilized Mailchimp to send newsletters and excel sheets as deal boards.
- Liaised with third party businesses like FinTech, moving and cleaning companies.

BUSINESS ACCOUNTS MANAGER

Excellence Singapore Pte Ltd. |

Singapore | 03/18-12/18

B2B sales. Identified appropriate financial plans based on customer needs, reviewed and updated client files in the computer database, established and maintained relationships with clients, and professionally responded to customer emails under the direction of senior agents. Sales training conducted by the CEO daily.

- 300-400 cold-calls daily, offering financial loans to small to medium-sized businesses.
- Customer relationship management and coordinating with colleagues to follow through the sales process.
- Preparing of financial data for entry into accounting system
- Bank Reconciliation
- Prepare Management Accounts
- Prepare financial statements
- Prepare tax computations
- Related duties assigned by the Management

HOTEL MANAGEMENT INTERN

Auberge La Ferriere | Lourmarin,

France | 04/13-10/13

As part of our diploma program, internship is mandated for all hospitality and hotel management majors. I learnt the art of French service at SHMS' partnered private hotel resort. Provided exceptional customer service while arranging table setups, wine tastings, and station arrangement. Served all food and beverage stations according to safety and health regulation.

- Shadowed Front Desk agents and fine dining restaurant manager.
 - Assisted answering phones, booking reservations, check-ins, check-outs, bell services, and room service.
 - Assisted manager and owner on upcoming private event inquiries.
 - Became accustomed to dealing with guests' inquiries/complaints and able to make quick decisions to resolve customers' concerns.
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EDUCATION

MBA WITH CONCENTRATION IN MARKETING
Manhattan, NYC | 2019-2021

New York Institute of Management

BACHELOR OF SCIENCE IN MARKETING
Manchester, NH | 2015-2017

Southern New Hampshire University

DIPLOMA IN HOTEL MANAGEMENT
Caux-Palace, Switzerland | 2012-2013

Swiss Hotel Management School



S K I L L S

- Problem solving
- Attention to detail
- Strategic planning
- SEO: Google Ads/Google Analytics
- Time management
- Critical thinking
- Team building
- Verbal communication
- Customer Relationship