# ANTHONY NI

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## Summary

Sales professional achieving 10%+ conversion at Futu Trading. $1M+ annual WHS grants with Premium web Power BI dashboards at Acciona. Google Workspace Vault integration at Woolworths Group. Phone sales specialist generates 20–30 EOI follow up calls/day with ~ NPS focus, skilled in Salesforce, Xero and data driven demo delivery.

## Professional Experience

## Good Hope Pty Ltd

Database Analyst, Newtown | August 2025 – Current

* Generate real time interactive dashboard with polygon.io to generate investment market insights.
* Fetching market data from domain API with Power BI Map visualizations to generate rental histories and suburbs pricing.
* Continuous Deployment pipeline on GitHub Enterprise to improve version control, credentials security.
* Proof of concept in Upstash Redis data platform to reduce loading time for dashboard generation.

Sales Consultant, Newtown | November 2024 – August 2025

* Outbound prospecting of 30 Calls per day to book residential management meetings with managers. Achieving show up rate of 40% and generating prospective clients average of 3 per week.
* Assist in negotiating contracts with institutional investors property assets service delivery.
* Exact CRM tasks to progress interested clients and connect contractors in property maintenance.

### HCA

Customer Service Administrator, Town Hall | April 2025 – July 2025

* Update customer profiles after calls in Salesforce: created custom objects and Emergency Contacts with validation rules to prevent data entry errors, improving first time accuracy by **15%**.
* Verify client records: delivery address and payment plan against NSW Health for billing accuracy.
* Setup salesforce flow to trigger follows up across all seven states, reduce manual updates by 10%.

### Acciona

Data Administrator, North Sydney | June 2024 – November 2024

* Build Power BI Premium real time data snapshots for Western Harbour Tunnel Project connecting Waverton and Rozelle. WHS statistics on low injuries rate and 98% training Compliance to secure ongoing workday training grant of $1 million per year.
* Power Automate workflows to streamline onboarding processes in 3D Safety, validate Workday online training modules completion sign off, 100-point ID and construction certifications.
* Design and achieve $200K grant with Python Flask mobile application demo to Signoff Workday training.

## Futu Holdings Limited

Sales Development Representative, Town Hall | August 2022 – Mar 2023

* Upsell clients for platform subscription. 10% conversion to paid account tracking with Salesforce.
* Handle outbound calls to current clients and provide ID verification and money deposit assistance in WeCom (WeChat Corporate) and WhatsApp.
* RG146 approved SOP to provide concise market updates and service positioning in Australian Market.

### Woolworths Group

Test Analyst, Norwest | January 2021 – August 2022

* Python Selenium automation provides QA in removing defects, reducing 10% manual testing cost.
* ServiceNow requests from Offshore team for Contractor account activation to save daily rate.
* Generate savings of $250K by automating repetitive Excel data processes with Java-based solutions.

## Jetstar

Customer Service Officer, Mascot | May 2023 – February 2024

* Manage passenger service inquiries, including booking amendments and additional service offerings.
* Maintain accurate CRM flight records and promote flexible plans for flight rescheduling and extra luggage.

## Hong Kong Police Force

Police Constable, Kowloon | January 2019 – January 2020

* Incident response, utilizing NEC CAD Dispatch Systems to obtain case assignments and updates.
* Draft reports in Niche RMS, ensuring accurate documentation and appropriate case closures.
* Operate 24/7 rotation, upholding law enforcement responsibilities with discipline and high morale.

Education

University of Technology Sydney  
Bachelor of Science in Analytics | January 2017 – December 2020

* Excel, Tableau data visualization and statistics projects using Python and R.
* Conduct 100 people surveys in Mental Health with Qualtrics and Oracle SQL.

## Skills

Salesforce Inbound outbound calls NPS QA Excel MYOB Xero RG146 Finance General Insurance picking report order processing Fidelity CoreLogic MS Office typing speed 70 wpm Excel formula Niche RMS Motorola Solutions.