# 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 (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

Sales Consultant, Newtown | November 2024 – August 2025

* Outbound prospecting of 30 Calls per day to book property management meetings with managers. Achieve show up rate of 40% and generating prospective clients average of 3 per week.
* Phone calls in negotiating contracts with institutional investors property assets service delivery.
* Qualify leads in Exact CRM, Stage progression and contractors schedule for property maintenance.

Data Analyst, Newtown | August 2025 – Current

* Create real time interactive dashboard with polygon.io for market insights target investor relations.
* Fetch market data via domain API. Azure Map visualizations for rental and suburbs pricing trends.
* Continuous Deployment pipeline on GitHub Enterprise to improve version control, credentials security.
* Proof of concept design in Redis data platform to reduce loading time for dashboard generation.

### HCA

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

* Update customer profiles after calls: 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 automate spreadsheets and word documents image to text input into CRM.

### Acciona

Data Administrator, North Sydney | June 2024 – November 2024

* Develop real-time Power BI Premium dashboard for Western Harbour Tunnel Project (Waverton to Rozelle), deliver instant WHS statistics and injury reports. Enable rapid incident response for senior management. Secured $1Million annual grant funding from Transport for NSW to support ongoing safety analytics.
* Power automates workflows migrate onboarding process to 3D safety 100-point ID validation. Migrate employee information securely to Azure Data Studio SQL for data privacy compliance.
* Design and obtain grant with Python Flask Mobile application demo to process Workday online modules.

## 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 drove KYC/ deposit completion via WeCom (WeChat Corporate) and WhatsApp.
* Deliver RG146 compliant market updates and promotion features to improve trial to paid activation.

### Woolworths Group

Test Analyst, Norwest | January 2021 – August 2022

* Implement Python Selenium Test automation, reducing 10% manual testing cost for 5+ JavaScript apps.
* ServiceNow requests from Offshore team for Contractor account activation to improve task efficiency.
* Generate savings of $250K by automating Google Sheets with vision API to extract logistic data.

## Jetstar

Customer Service Officer, Mascot | May 2023 – February 2024

* Resolve challenging passenger 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.
* Operate 24/7 rotation, upholding law enforcement responsibilities with discipline and high morale.
* Draft reports in Niche RMS, ensuring accurate documentation and appropriate case closures.

## 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 survey in Mental Health with Qualtrics and Oracle SQL.

Skills

Call centers inbound outbound calls NPS QA Excel MYOB Salesforce Xero RG146 Finance General Insurance picking report order processing MS Office SharePoint Motorola Solutions.