



OLIVIA JONG

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Resume Summary

Current Position : Sales & Marketing Manager in Italy Business Consulting (Sep 2012 - Present)

Current Specialization : Corporate Strategy/Business Development

Highest Education : Bachelor's Degree in Engineering (Computer/Telecommunication)

Years of Experiences : 13

Employment History

Sep 2012 - Present

1. Italy Business Consulting

Position Title (Level) : Sales & Marketing Manager (Senior Manager)

Specialization : Corporate Strategy/Business Development

Role : Sales & Marketing

Industry : Consulting (Business & Management)

Work Description :

Italy Business Consulting Profile:

Italy Business Consulting (IBC) is a unique and modern marketing management consulting firm located in Milan, Italy. IBC focus on developing marketing strategies for start-ups, small businesses and organizations in order to successfully promote, sell and distribute goods and services to targeted consumers in Italy market. IBC also provides services to help clients to source for Italy wholesale suppliers, manufacturers, retailers and other various industries based on client's requirement. IBC will perform research on consumer behavior and preferences in order to create the most favorable strategies results while meeting client's needs. (Official website : www.italybusinessconsulting.com)

Sales & Business Development Qualifications :

- New Business Development
- Word-of-Mouth Marketing
- Customer Relations & Service
- Lead Generation
- Sales & Pricing Strategies
- Cold Calling & Prospecting

- Sales Presentations
- Competitive & Market Analysis

Key Responsibilities :

Business Growth

- Developed and built business from start up. Provide effective solutions to complex issues such as cost budgeting, pricing strategies, vendor negotiations, revenue projections, purchasing /sales negotiations, business development tactics, and industry competition.

New Market Development

- Opened the market ahead of the competition, persuasively overcoming customers' concerns about product viability through combination of techniques that included product demonstrations, a strong guarantee, and referral lead generation.

Sales & Marketing

- Created marketing presentations and demo products for multiple clients; developed highly effective sales approach that emphasizes personal service, consumer education, and relationship building.

- Consistently maintained a high-standard performance record via exceptional service, follow-through, and specific attention to detail which resulted in higher sales.

- Assess key markets and potential business ventures while ensuring operational efficiency and solid execution.

- Collaborate in all phases of strategic planning with senior-level management, while furnishing oversight and guidance regarding effective acquisition strategies, pricing, market trends, and operational structure.

Other

- Developed personnel, motivated staff to exceed goal, and improved production and sales.

- Create and maintain company website to ensure the information is always up-to-date.

- Develop leadership team and support staff to aid in efficient business operations, sales and marketing efforts, and client service execution, delegating important tasks and assignments while monitoring for effective resolution.

- Lead through example with consistent work ethic, attitude, and professionalism, while performing sales presentations, overseeing market operation/development, and the management of vendor and client relationships.

Jan 2011 - Aug 2012

2. Regal Marketing and Trading Sdn Bhd

Position Title (Level) : Area Manager (Senior Manager)

Specialization : Marketing/Business Development

Role : Brand Management

Industry : Consumer Products / FMCG

Work Description :

Regal Marketing and Trading S/B Profile:

Regal Marketing & Trading Sdn. Bhd. is primarily the authorized Marketing Agent for Malaysia of the INDOCAFE Brand of coffee products, and other Brands of beverages for the Principal in Singapore. The company is responsible for the product business coverage, sales growth, marketing strategies, stock inventory and customer service.

Managing branch's business growth

- Work closely with distributor (DKSH) to achieve coverage width & depth, good brand representation at outlets and drive to meet overall sales target.

- To develop sales strategies/direction to drive business growth and profitability.

- Monitor key wholesalers, HTOs to ensure sales performance and efficient distribution at lower trade.

- Preserve and grow the business with the outlets by building strong and lasting client relationship to earn their trust and support.
- To carry out periodic visitation to ensure consistent sales growth.
- Monitor and control of A&P expenses in according to budget set.

Marketing and Promotion Planning

- Plan and coordinate fair or promotion events at outlets. Work closely with the clients, distributor and media press.
- Handle branding activities to create brand awareness in the assigned market areas. This includes billboard sourcing and radio advertising.
- Weekly schedule and arrange promotion at outlets and plan out the itinerary for promoters to do indoor sampling at outlets as well as van sampling for outdoor events.
- Monitor and control the coffee sampling stocks, POSM and sampling equipment. Ensure they are sufficient all the times.

Hiring, Training and Supervising

- Manage recruitment and selection, training and development and other related administrative issues.
- Responsible for performance appraisal and competency development activities, manage staff career development and succession planning.
- Supervise sampling van teams, promoters cum merchandisers, deployment and maintenance of all resources.

Other

- Report operational/on-the-ground issues to supervisor on timely basis.
- Provide accurate and timely reports and recommendations on sales, manpower and marketing issues.

Highest Achievement:

- In Y2011, I have increased the company sales growth upto 30% for my designated market areas and achieving more than 100% of the sales target given.

Jan 2004 – Aug 2010

3. Ingram Micro Malaysia Sdn Bhd

Position Title (Level) : Branch Manager (Senior Manager)
 Specialization : Sales - Corporate
 Role : Supervisor/Team Lead
 Industry : Computer / Information Technology (Hardware)
 Work Description :

OBJECTIVE:

A position where solid leadership and strong managerial aptitude would be utilized to benefit a growing company.

Ingram Micro Profile:

The world's largest wholesale provider of technology products and services. Ranked Top 50 on the Fortune 500 with 70 distribution centres in 36 countries and serve customers in more than 100 countries. Annual revenues for 2004 is \$25.5 billion.

Key Responsibilities:

Managing branch's Sales Process

- Manage sales activities by ensuring sales related activities gain customer commitment, build momentum and accelerate sales cycle.
- Ensure that sales activity, funnel, and revenue commitment tools are properly executed.
- Work through sales process with key players to minimize issues in the close of an order and ensure Ingram Micro and customer objectives are met in the agreed timeframe.

- Effectively advise and influence customers through consultative selling techniques and relevant marketing campaigns.

Strategic Account Planning

- Map out the key players in the customer account and determine sales implementation strategy.
- Research the customer environment to be able to populate the business impact model.
- Understanding of political relationships and their impact on buying behaviours within the customer account in order to determine appropriate sales approach for each level within organization.
- Develop a competitive sales strategy that anticipates competitor actions and places Ingram Micro as the best in the market to meet customer objectives.

Planning, Forecasting and Reporting

- Ensure that forecasting is accurate with regards to the value, timeline of closure and probability of closure.
- Analyse sales activity data, the team's P & L and develop the necessary sales contingency plan to ensure financial profitability and success.
- Utilise a structured approach for identifying and measuring the quality of potential new business.
- Analyse creation of solution offer and proposal development to ensure it promotes value based pricing.

Hiring, Training and Supervising

- Interviewing and screening the right associate to ensure a better and powerful team. This includes hiring in sales, technical and warehouse department.
- Nominate associate for specific training, program, certification and incentive trip. This helps to motivate the team and produce better work result and team spirit.
- Consistent guiding, job review and obtain feedback from customers and partners to ensure the associate's job performance is excellence.

Other

- Accountable for field relationship with Vendors to expand coverage within nominated territory.
- Plan and coordinate product seminars, work closely with our vendors and customers to ensure smooth running of the events, partner program or promotion.
- Manage all aspects of order processing/expediting, billing and account updating.
- Evaluate new accounts and in charge of the growth of the company business.
- Plan and implement sales, marketing, service and cost reduction procedures; work directly with senior-level personnel in budget administration.

July 2001 - Dec 2003

4. Comserv (Sarawak) Sdn Bhd

Position Title (Level) : Senior Account Manager (Manager)
 Specialization : Sales - Engineering/Technical/IT
 Role :
 Industry : Computer / Information Technology (Hardware)
 Work Description :

OBJECTIVE:

To obtain a challenging position with a market leader that utilizes my experience in product management, sales management, account management and project management.

QUALIFICATIONS:

- Solid managerial and administrative experience
- Exceptional versatility and adaptability

- Dedication and drive as a hard-working individual
- Superlative communication and team-building skills
- Ability to manage multiple tasks in a pressured environment
- Fast learner and willing to take extra time to learn

JOB EXPERIENCE:

Comserv (Sarawak) Sdn. Bhd., Kuching, Sarawak (July 2001 – Present)
Account Manager (www.comserv.com.my)

- Reporting to Managing Director (MD), responsible for managing all aspect of operations for more than 20 accounts.
- Meet with dealers, national accounts, end-users and the sales force to define new product requirements and work with system engineers on the implementation stage.
- Consult the customers on the products and propose solutions to meet their needs and requirements.
- Deal with:
 - i). Software: Microsoft, Veritas, Symantec, Checkpoint, Abode and etc...
 - ii). Hardware: IBM, DELL, HP/COMPAQ, 3Com, Cisco and etc...
- Closed a 2.2 million account within the probationary period.
- Handle Microsoft licensing inclusive of Large Account (LA) Agreement and Open License Program (OLP).
- Design structured cabling system, LAN and Wireless networking for customers and have dealt with KRONE, AMP and AM products for cables and Proxim, D-Link and Linksys for wireless products.
- Led a cross-functional team with representatives from manufacturing, customers service, technical service, quality, IT, sourcing, accounts receivable, logistics and shipping to ensure this key account, received timely and effective support regarding any issue.
- Demonstrated knowledge of and accountability for preparing quotations, proposals and tenders.
- Possessed an interest in IT technology and well updated with the consumer products, IT technology and IT market directions.
- Analyze competitive product offerings in terms of features and benefits as well as price points.
- Attended numerous seminars, meetings and teleconferences with suppliers, executives and senior management on new products launched and business opportunities.
- Worked with the key account to jointly establish sales forecasts, conveyed these forecasts to manufacturing, and met with manufacturing and logistics on a weekly basis to ensure timely equipment delivery.
- Conduct new product seminars and training to the key customers.
- Prepared written status reports for Managing Director (MD) detailing the sales forecasts and account status.

COMPUTER SKILLS:

- Languages: Pascal, C++, Ada95
- Database: DB2, MS Access
- Operating System: Windows 95, 98, 2000, ME and XP (Home & Professional Edition), MAC OS
- Software: MS Visual Basic, MS Word, MS Excel, MS Powerpoint, MS Project 2000, MS Visio Professional 2002, Adobe Photoshop, Macromedia Flash 4 and Director 7.

1999 - May 1999

5. SAAG Management Sdn. Bhd.

Position Title (Level)	: Procurement Assistant (Junior Executive)
Specialization	: Purchasing/Inventory/Material & Warehouse Management
Role	:
Industry	: Construction / Building / Engineering
Work Description	:

Job Experience

SAAG Management Sdn. Bhd., Kuching, Sarawak (Jan 1999 – May 1999)
Procurement Assistant

- Processed incoming orders, coordinated shipments and handled contractors and customer-related issues.
- Responsible for selecting suppliers to operate effectively within the operating budget.

Educational Background

Graduation Date: 2001

Bachelor's Degree of Engineering (Computer/Telecommunication)

Major : Software Engineering
Institute/University : Kolej Bandar Utama (KBU), Malaysia
Grade : Grade A/1st Class

Certification

NCC International Diploma in Computer Studies (UK) (1998)

Skills

(**Proficiency: Advanced** - Highly experienced; **Intermediate** - Familiar with all the basic functionalities; **Beginner** - Just started using or learning the skill)

Skill	Years	Proficiency
MS Office	>5	Intermediate
Visio	2	Intermediate
MS Project	2	Intermediate
Web Design	1	Intermediate
Windows XP	1	Intermediate
Mac OS	>5	Intermediate

Languages

(**Proficiency: 0=Poor - 10=Excellent**)

Language	Spoken	Written
English	9	9
Chinese	8	5
Bahasa Malaysia	7	7
Italian	3	3

Personal Particulars & Preferences

Date of Birth : 31 Aug 1979
Nationality : Malaysia
Gender : Female
IC No. : 790831-13-5934
Possess Own Transport : Yes
Availability : Immediate (preferably with 3 days notice)

Additional Info

- * Excellent cross-cultural communication skills
- * Passionate in Interior Design
- * Customer focused
- * Innovative and resourceful
- * High degree of energy and initiative
- * Result Oriented
- * Self-motivated and competitively drive
- * Ability to transform strategy into results
- * Ability to work in a rapidly changing, ambiguous and often pressure-filled environment
- * Ability to influence, coach and motivate others and promote teamwork
- * High level of personal integrity
- * International living experience and regional exposure
- * Passion for continuous learning and personal growth
- * Willing to take challenge
- * Highly motivated and driven, with strong desire to excel
- * Planning to take up MBA course in 2014