**Liaw Marn Wan**

***EXPERIENCE:***

BC (Beauty Consultant) Manager

*’12 – Present SK-II, Procter & Gamble Sdn Bhd*

* Operations and Training
  + Manage SK-IIBC Organisation with a team of 150 BC, 55 counters and 7 BC leaders
  + Ownership of BC Performance Evaluation, Training, Compensation and Uniforms
  + Manage total Malaysia BC workplan
  + Lead and worked closely with HR on recruitment, termination, performance evaluation and PVP (Principles, Values, Purpose) issues.
  + Ensure smooth flow of work process and uphold deployed internal controls to safeguard company assets
  + Own and plan Yearly Budget. Track monthly expenses vs budget to ensure no overspending or underspending.
  + Own and manage OT, Commission, Incentives and Monthly Expenses claims.
  + Manage Training
    - Collaboration with Training manager on organisation’s training needs
    - Ensure all initiatives training done before launch.
    - Manpower planning for training
    - Conducted Service Training for team
  + Own & lead yearly BC Convention
* Sales
  + Ensure smooth execution of monthly targets, promotion plans, CRM plans and timely feedback.

Regional Training Manager

*’11 – ‘12 True Harmony Sdn Bhd*

* Operations
  + Familiarize, analyze and improve operational procedures.
  + Manage operational matters for 4 central outlets
  + Manpower planning for centre staff
  + Standardize & implement operating procedures, company policy & rules and regulations at centre level.
  + Coordination with HQ, sales, technical trainer & marketing to ensure smooth implementation & running of centre.
  + Implementation of promotions, roadshows, new treatment and/or product launches at centre level.
  + Prepare reports to management where necessary.
  + Create and improve employee manual where necessary
  + Liaised with contractors and designers on the rental, renovation and opening for Klang shop
* Training
  + Familiarize, analyze and train soft skills to all staff at centre level
    - Customer Service, Telephone skills, Selling skills, New consultation procedures
  + Work closely with technical trainer to ensure understanding & implementation of treatment and products at centre level.
  + Source for external trainers where necessary to improve skill level of centre staff.

Regional Training Manager

*’09 – ’11 Svenson Haircare Centre Sdn Bhd, GBIL Group*

* Created and conducted sales & service training for frontline staff: ie Customer Care Executives, Consultants, Managers and Therapists.
* Conducted Soft Skills Training – Customer Service, Telephone Skills, Selling Skills and New Consultant Procedures
* Created Daily Centre Checklist to ensure effective customer service at centre level.
* Assist in promotions, roadshows when required
* Assist General Manager in Operational work. Ie: Managing staff annual leave, centre operations and staff time-table
* Ensuring monthly sales targets are met and assist General Manager in setting annual sales budget

Regional Training Manager

*’07 – ‘09 Marie France Bodyline Sdn Bhd, GBIL Group*

* Created and conducted sales & service training for frontline staff: ie Customer Service Officers, Consultants, Managers, Area Sales Managers and Trainers.
* Conducted Soft Skills Training – Customer Service, Telephone Skills, Selling Skills (New Products and Treatments) and New Consultant Procedures
* Service Excellence Program training
* Analyse, enhance & drive the Service Excellence Program for all 25 centres
* Handle & resolve customer complaints.
* Close relationship with Operations Manager to ensure all centres are compliant on all aspects of sales & service.
* Coordinated and planned yearly training schedule

Sales & Training Manager

*’04 – ‘07 Prestige Products Sdn Bhd*

* Conducted training for all brands’ frontline staff from beauty advisors and fragrance consultants for Malaysia, Singapore, Thailand and Jakarta.
* Training includes theory & practical on skin knowledge, analysis, makeup application techniques and fragrance knowledge.
* Conducted counter training and analyse training needs during outlet visits.
* Trainings include facial training (trained in Japan), product knowledge, selling skills and customer service.
* Coordinated and planned yearly training schedule.
* Conducted beauty workshops for magazines, department store customers and corporate clients.

Sales Manager, Salon Division

*’02 – ‘04 Pacific Cosmetics SB, Petaling Jaya*

* Lead a national sales team of 11 Sales Beauticians inclusive 1 Sales Support staff.
* Planned, executed and evaluated national sales targets and promotions.
* Ensured national sales targets and collection are met.
* Implemented specific sales promotions for individual salons.
* Maintain close working relationships with internal and external customers.
* Covered average of 40% out of base field contacts.

Associate Sales Training Manager

*’99 – ‘02 Johnson & Johnson ASEAN, Petaling Jaya*

* Identified training needs for local Customer Development team.
* Lead local Customer Development’s training efforts.
* Conducted selected ECR (Efficient Consumer Response) training modules for
* employees’ awareness programs.
* Assisted in the changeover of promoters to merchandising force.

Promoter & Merchandising Executive

*‘96 – ‘99 Johnson & Johnson SB, Petaling Jaya*

* Managed a team of 5 supervisors and 109 promoters for Peninsular Malaysia.
* Increased national promoter sales from RM18 million to RM26 million. Contribution of 32% vs. national sales.
* Ensure smooth execution of Category Management plans and timely feedback.
* Executed training courses for the team i.e. product training, selling skills and merchandising standards.
* Covered an average of 50% out-of base field contacts.

Events Coordinator for Lancôme

*Parfums et Beaute Malaysia, Petaling Jaya*

* Developed and started beauty workshops for corporate clients i.e. The Regent KL, HSBC, Genting Berhad.
* Conducted monthly beauty workshops for Malaysia Airlines’ trainee stewardesses and stewards.
* Improved skincare and makeup manuals for beauty workshops.
* Coordinated and lead beauty expositions in Malaysia.

*EDUCATION:*

* Attended development courses – Kepner Tregoe’s Problem Solving and Decision Making Skills, People Management, Sun Tzu’s Management Art of War.
* Proficient in Microsoft Office applications, e-mail and Internet usage.
* Possess a strong command in written and spoken English and Bahasa Malaysia.
* Able to converse in Cantonese and some local dialects.

*PERSONAL PARTICULARS:*

* Name : Liaw Marn Wan
* Date of birth : 18th June 1967
* Gender : Female
* Nationality : Malaysian
* Marital Status : Single
* Availability : 2 month’s notice
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