

# Hin Wa Chan

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## Skills

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- C# | Java | JavaScript | SQL | NoSQL | Git | Python
- English, Cantonese, Mandarin – All professional proficiency or above

## Experience

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<b>Sales</b>	<b><u>Adidas</u></b>	<i>Toronto, Canada</i>	<b>12/2022 - Now</b>
<ul style="list-style-type: none"><li>• Consistently exceeded monthly sales targets by X% through proactive customer engagement and effective product promotion strategies.</li><li>• Successfully upsold and cross-sold products, resulting in a X% increase in average transaction value and customer satisfaction.</li><li>• Demonstrated exceptional product knowledge, providing personalized recommendations and addressing customer inquiries, resulting in a X% increase in customer loyalty and repeat business</li></ul>			
<ul style="list-style-type: none"><li>• Implemented innovative sales techniques, such as suggestive selling and product demonstrations, resulting in a X% boost in sales conversion rates.</li><li>• Actively participated in sales training programs, enhancing product knowledge, negotiation skills, and customer service abilities, leading to a X% improvement in overall sales performance.</li></ul>			

<b>Marketing Assistant</b>	<b><u>Ikea Hong Kong</u></b>	<i>Hong Kong</i>	<b>07/2019 – 08/2022</b>
<ul style="list-style-type: none"><li>• Executed targeted marketing campaigns resulting in 28% increase in customer engagement.</li><li>• Collaborated cross-functionally to launch a new product, achieving X% growth in sales.</li><li>• Implemented marketing automation processes, leading to X% increase in operational efficiency.</li><li>• Led successful social media influencer campaign, resulting in X% increase in brand reach and engagement.</li></ul>			

## Education

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<b>Diploma</b>	<b><u>Centennial College</u></b>	<i>Toronto, Canada</i>	<b>08/2022 - Now</b>
<ul style="list-style-type: none"><li>• Software Engineering Technician</li></ul>			
<b>Bachelor of Business</b>	<b><u>City University of Hong Kong</u></b>	<i>Hong Kong, China</i>	<b>08/2015 - 17/2019</b>