LEONG JIN KAI

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Problem solver with a keen interest in quantitative product analytics and user research methodologies with background in fashion retail, e-commerce, telecommunication and FMCG industries. Technical skills include SQL, Python programming language, Figma, Tableau, JIRA and Confluence. Looking to apply my product management, project management and data analysis skills to understand and analyse customer needs, and in turn tackle complex business problems.

RELEVANT WORK EXPERIENCE

SHOPEE | BUSINESS PRODUCT MANAGER (DATA OPS SPECIALISATION)   May 2022 - present

Job scope:

- Designed, implemented and streamlined user research methods centered around Design Thinking approach to better understand customers' user journey and identify their pain points
- Collaborated with internal and external stakeholders to drive product launches and marketing efforts
- Created and implemented product operation SOPs to standardize and optimize product development processes through LEAN methodology
- Conducted regular exploratory deep dive analysis on product usage data using SQL and communicate insights to team and upper management to guide feature prioritization and overall product strategy

Selected Achievements:

- Kickstarted new product engagement channels to increase user touch points, organized company-wide trainings and improved the customer feedback loop, achieving an NPS of 55.4 and CSAT of 90.2%
- Automated operational communications and data reporting procedures using Macros, Python and Google App Script, improving work efficiency by 22%
- Created dashboards using our in-house visualization platform for team to analyze real-time product success metrics and drove targeted action plans that led to an increase of Product Adoption by 51.1% and Product Usage by 45.7%
- Spearheaded quarterly collaboration with other department data product teams to promote cross sharing of product operations best practices and improve company's overall efficiency and reducing operational costs

UNIQLO | MANAGEMENT CANDIDATE   Jul 2021 – May 2022

Job scope:

- Managed day-to-day store operations with store manager e.g., inventory management, manpower planning, store layout planning, sales forecasting, visual merchandising
- Managed staff training and development for 60 employees, driving internal career advancement
- Translated Global Headquarters directives into actionable items for store, aligning global and national sales and marketing strategy to maximize store sales

Selected Achievements:

- Proposed and executed CSAT improvement projects for store operations resulting in a 600% increase of store service compliments
- Implemented lasting process improvement project to increase quality and quantity of product reviews by both staff and customers by 55%, delivering real time actionable insights to other business functions
- Managed store operations for high sales store with monthly gross sales exceeding S$1,000,000

SHOPEE | REGIONAL OPERATIONS (CUSTOMER SERVICE) INTERN   Jan 2021 – May 2021

Selected Achievements:

- Extracted data from internal database with Python programming language and conducted data analysis on customer service metrics with Microsoft Excel as part of key projects to increase First Contact Resolution by 10% and improve CS agent efficiency by 15%
- Conducted key competitor analysis (Taobao, Tokopedia and Lazada) on mobile application functionalities, specifically on product discussion feature, and presented to department head
- Carried out QA testing for an internal CRM platform that seeks to replace Salesforce as the CRM platform for Shopee, allowing Shopee further customization for its own needs

UNILEVER | CUSTOMER DEVELOPMENT INTERN   Jul 2020 – Dec 2020

Job Scope:

- Handled existing 6 large and 15 small distributor accounts in Unilever Professional to maximize sales opportunities in the local market and to increase market penetration

Selected Achievements:

- Analyzed distributor performance and proposed key strategies to optimize the client's product mix, contributing to more than €10,000/month in sales
- Refined the sample request process, decreasing procurement time by 66%
- Met datelines for key request for proposals to ensure product listings in thousands of outlets across Singapore and Malaysia, contributing to more than USD$100,000 in sales
- Sourced for 3 new distributors and 12 secondary clients globally by establishing a footprint in potential untapped markets

CIRCLES.LIFE | PARTNERSHIP (BUSINESS DEVELOPMENT) INTERN   May 2019 – Dec 2019

Selected Achievements:

- Increased CIS daily telco subscriptions by 30% through category and brand performance data analysis across the telco market, which led to the proposal and implementation of business development initiatives for corporate individual scheme (CIS)
- Reached out, negotiated and successfully secured partnerships with over 50 public and private companies, including DBS group and MINDEF
- Reduced the hiring and onboarding process of future partnerships managers by 50% through the design of an onboarding framework to streamline the hiring and onboarding process.
- Increased lead generation by 67% by optimizing of cold calling standard operating procedures, pitching decks and customer relation management tactics

EDUCATION

Bachelor of Science (Hons) in Project and Facilities Management   Aug 2017 – Jul 2021
National University of Singapore

OTHERS

- NUS Overseas Colleges (NOC) Singapore
    - One of 40 students selected for a 6-month internship with a high-growth company locally (Circles.Life)
    - Sponsored to go on an overseas work trip in both Japan and Indonesia to gain exposure to markets beyond Singapore and get opportunities to network and meet with entrepreneurs across Asia
- Dragonboat
    - Selected for Singapore National Dragonboat team and competed in International Dragon Boat Festival 2019 in Macau
    - NUS Dragon boat: Led the varsity team of 40 as an assistant team manager, resulting in the team winning 10 gold medals and 25 podium positions in both local and international events (China, Malaysia), carried on as a key advisor in the team for following leadership teams
- Academia
    - Written a dissertation paper on smart building data analysis and co-authored a paper for smartwatch assessment in building context (Indoor Air 2022 Conference)
- Hackathon
    - Circles.Life 2019 Hackathon: Led a team of 6 from different functional departments to develop a working minimum viable product within 48 hours (A working mobile app with basic computer vision classification function that is able categorize images of different foods accurately) and pitched its key features to the panel of judges