**Gencan Lam**

Email: [gencan.lam@gmail.com](mailto:gencan.lam@gmail.com)

Phone: (647) 287-8002

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Objective**

I intend to use my expertise in sales & marketing, planning and communications strategy development towards an organization that I will be working with. I will bring savvy, creative, and relevant industry knowledge, with consistency in communication skills, leadership skills, professional attitude and diligence to the assistance and growth of an organization. I will strive for optimum and efficient cooperation towards developing new ideas, strategies, and tactics that will be achieved through a proactive attitude. I will also maintain a professional relationship with all related personnel which includes but not limited to follow up calls, educating clients with industry related knowledge, program and program related updates.

**I am a motivated, inspired and persuasive individual seeking opportunity to demonstrate.**

**Skills/Honors**

* Fluent in English, Cantonese and Mandarin
* Strong interpersonal skills, and able to build rapport quickly with diverse workforces
* Strong leadership and time management skills for groups/teams ranging from 5-10 people
* Maintain a professional attitude at all times
* Ability to work effectively under pressure, and manage time wisely through careful planning
* Ability to perform cold calling/ outbound calling
* Promote positive energy, politeness and supportive mindset towards any given team
* Proficient skills including Office 2007 skills (Word, Excel and Powerpoint)
* Basic troubleshooting of computer networking, cellular phone errors, and general technological device issues
* Wide knowledge of online social networking, basic HTML, website analytics

**Work Experience**

**MarketStar, Blackberry Product Specialist**

October 2014 – Current

* + - Represented as one of the exclusive Blackberry Product Specialists in the GTA
    - Currently promoting the BlackBerry Passport
    - Train and educate employees at various Bell, Telus and Rogers stores
    - Motivate and drive Blackberry sales while in stores
    - An expert in all BlackBerry products

**Intercept Group, *Scotia Bank Team Lead – Credit Card Specialist***

August 2014 – November 2014

* + - Lead and managed a team of 5-6 associates
    - Delegated daily roles and responsibilities to make sure team is consistently achieving beyond quotas
    - Responsible for timely admin work, daily reporting, clear communication with senior supervisors
    - Represent Scotia Bank as a *credit card specialist* promoting the SCENE and L’EARN cards
    - Commission based and highly sales driven role
  + Consistently exceed sales targets by 20% on a weekly basis
    - Ability to build rapport with a diverse range of students and suggest product to them
    - Situated in major traffic locations at largely populated colleges and universities

**MarketStar, *ASUS Promo Rep***

August 2014 – September 2014

* + - Solely represent ASUS laptops and tablets in store
    - Ability to persuade and sell ASUS products with confidence and ease
    - Ability to build rapport with a diverse range of people and suggest product to them
    - Educate consumers with advanced product knowledge and latest technological trends in market

**Inventa, *Supervisor*** Toronto, ON

February 2014 – September 2014

* + - Lead and managed teams of 6-8 people in various Marketing Campaigns
    - Main person in contact (go-to guy)with all events relating to overall management, troubleshooting problems, schedule creation and final decision making, delegated responsibilities and roles for team
    - Often exercised leadership roles and executed creativity for marketing campaigns
    - In depth brand experience with major brands such as CIBC, Scotia Bank, Nike, Ritz, Kellogs, Nintendo, ZICO

**MarketStar Flex Team, *Yonanas Brand Ambassador*** Toronto, ON

*May 2013 – August 2013*

* + - Consistently met and exceeded sales targets by 30% on a weekly basis
    - Connected and built rapport with customers, and represented the brand with great confidence
    - Demonstrated the product with confidence and provided an abundance of additional relevant industry knowledge
    - Ability to educate, answer questions, built interest and confidence for an array of consumers
    - Situated in high traffic Bed, Bath and Beyond locations across the GTA

**Light of Life Developments Inc*., Marketing Associate***  Markham, ON

*Summers of 2009-2013*

* + - Performed outbound/ cold calls to potential customers and acquired their information, arranged future meetings and followed up calls after
    - Attended sales events where I built rapport with potential customers and to assist to questions
    - Assisted in promoting several top Toronto condominium projects including Pier 27, Flo, London on the Espanlade, Garrison Point, YongeView, The Renaissance
    - Participated and assisted duties such as researching, database management, meeting a variety of developers, project presentations, and socialized with clients

**No Wires Direct - Authorized Rogers Dealer, *Retail Sales Consultant*** Markham**,** ON

*October 2010 – May 2012*

* + - Consistently exceeded quotas by 20% on B2C activations with Mobile, Cable, Home phone, and Internet services
    - Consistently closed deals and focused on new promotions and bonus achievements
    - Ability to work exceptionally well in a team environment
    - Acted as information maven with all mobile technology
    - Avid follower of Engadget, Mobile Syrup and Gizmodo

**RigMaster Power Corporation Head Office, *Marketing Intern***, Toronto, ON

*May 2011 – August 2011*

* + - Acted as the administrator for the official website and Facebook page of RigMaster Power
    - Designed brochures, magazine advertisements, and large-sized banners that were distributed to all of the 200 RigMaster Dealerships in North America
    - Created a full page advertisement for *Land Line Magazine* in the October 2011 issue,
    - Communicated with different print centers and made final decisions for the design,

size, and layout for all advertisements, banners and brochures

* + - Provided computer-related support for other departments

**Leadership/ Volunteer Experience**

* + - Volunteered as an assistant team leader for North Toronto Chinese Baptist Church’s Vacation Bible Camp for three consecutive years – *Summers of 2003-2005*
    - Led and organized and weekly events for the social church group/ fellowship @ Markham Chinese Baptist Church–*2005-2006*
    - Volunteered as one the General Managers for Markham Chinese Baptist Church’s Vacation Bible Camp for one year –*Summer of 2006*
    - Lead Uniters Basketball team as a Team Captain for 4 years, playing in many competitive tournaments/ leagues *2005-2010*

**Education/ Designations**

* **Ryerson University, Ted Rogers School of Business – Bachelor of Commerce 14’**

Bachelor of Commerce Degree in Marketing Management Major, Minor in eBusiness

* **Ontario Real Estate Association (OREA)**

Ontario Real Estate Salesperson License (est. 2013)

* **Seneca College at the Markham Campus, School of Marketing and E-Business 12’**

3 year Business Administration program - Marketing Management (Co-Op)- Advanced Diploma