

The Recruitment Manager

Dear Sir/ Madam

Re: Application for Position of the Herewith Advertised

I am interested in applying for the position of the herewith advertised.

I hold a diploma in Business Studies, specializing in Sales & Marketing and Retail & Logistic Management.

I herewith enclose a copy of my curriculum vitae for your kind consideration. I would appreciate if you could kindly grant me an interview at your earliest convenience.

Thank you and best regards.

Yours faithfully

A handwritten signature in black ink, consisting of a stylized 'M' or 'W' shape with a long horizontal stroke extending to the right.

## **CURRICULUM VITAE**

### **Personal Particulars:**

### **Educational Qualifications:**

Jan 1988 to Dec 1991:	Anderson Secondary School 8 G.C.E 'O' Level Passes
Jul 1992 to Jun 1995:	Ngee Ann Polytechnic Diploma in Business Studies, with specialisation in Sales & Marketing and Retail & Logistic Management

### **Working Experiences:**

May 2017 to May 2021:	Work in Changi Airport Recreation Club as a Senior Club Executive
Feb 2010 to May 2017:	Work in Parkway Pantai as a Senior Account Manager
Sep 2004 to Jan 2010:	Work in NTUC Income as a Customer Service

Manager

Mar 2000 to Jul 2004      Worked in MobileOne Asia Pte Ltd as a Senior Customer Service Executive

Jul 1998 to Nov 1999      Worked in SIA as a Flight Steward

Jul 1995 to Dec 1997      Served National Service

Apr 1992 to Jun 1992      Worked in Inland Revenue Department (Fullerton Building) as a clerk

**Extra-curricular activities:**

Member of Audio Visual Aids Club (1991)  
Represented Class in Volleyball (1989 - 1990)  
Class Committee Chairman (1988)  
English Society Member (1988)

**Others:**

15 May to 11 Jun 1994:      Participated and successfully completed the Programme for International Education, Japan.

7 Nov to 25 Dec 1993:      Participated and successfully completed an intensive 7- week CHINA IMMERSION PROGRAMME at Fudan University, Shanghai; Shantou University, Shantou and Jinan University, Guangzhou

**Employment History:**

Name & Address of Employer	Changi Airport Recreation Club, Singapore Changi Airport P O Box 1020 Singapore 918155		
From	To	Current /Last Drawn Monthly Salary	Allowance & Bonus (if any)
May 2017	May 2021	\$3,931.00	1 month bonus
Job Title & Brief Description of Duties	<p>Senior Club Executive:</p> <ul style="list-style-type: none"><li>• Oversee Club Facilities maintenance to ensure smooth daily operations<ul style="list-style-type: none"><li>- In charge of the general upkeep of common areas, café and facilities (liaise with contractors, identify and follow-up on faults, plan for repair/ system and parts replacement works in a timely manner, work with Programme &amp; Marketing Team to plan for maintenance of equipment in facilities)</li><li>- Obtain quotes and select vendors for maintenance (in accordance with financial DoA)</li><li>- Manage maintenance vendors to ensure that regular and ad-hoc facilities management activities are well-run (air-con, custodial, cleaning, electrical, building repairs, interior repairs, etc)</li></ul></li><li>• In-charge of Club's security alarm and monitor CCTV and co-ordinating with vendor for servicing or installation.</li><li>• Facility utilization reports- weekly/ monthly badminton, gym, rooms etc</li><li>• Secretariat &amp; Corporate Services –</li></ul>		

	<ul style="list-style-type: none"> <li>Plan for and organize the Club's key meetings (AGM, regular MC meetings) <ul style="list-style-type: none"> <li>Set calendar of meeting for MC meeting or Core MC meeting</li> <li>Set up meeting logistics</li> <li>Writing and confirmation of meeting minutes</li> <li>Update the change of club constitution and By-Laws, when necessary</li> <li>Assist to plan and organize staff bonding events, when requested</li> <li>Maintain all staff entitlement and benefit records, e.g. leave, flexi- benefits</li> <li>Procurement of office supplies, office equipment's and fittings, including monitoring stock-levels</li> </ul> </li> <li>Management of key office contracts (new and renewal) for maintenance e.g. copier machine, CARC website domain</li> <li>IT maintenance &amp; contract: <ul style="list-style-type: none"> <li>Arrange for repairs for system breakdown in a timely manner, in accordance to Fin DoA</li> <li>Raise to MC for their approval necessary IT equipment/ system replacement when necessary</li> </ul> </li> <li>Help Club Manager organize/ coordinate Club- wide staff training</li> </ul>		
Reason(s) for Leaving	Change of environment due to aviation industry suffering unprecedented loss due to Covid-19 pandemic		
Name & Address of Employer	Parkway Pantai, 20 Bendemeer Road #01-09/10 Singapore 339914		
From	To	Current /Last Drawn Monthly Salary	Allowance & Bonus (if any)
Feb 2010	Apr 2017	\$3,500.00	1 month bonus
Job Title & Brief Description of Duties	<p>Senior Account Manager:</p> <ul style="list-style-type: none"> <li>Maintain and service existing accounts, build rapport with existing clients.</li> <li>Develop new accounts and prepare new proposals to prospects.</li> <li>Development and tracking of leads generation initiatives.</li> <li>Conduct half yearly and third quarter visits to existing clients to present claims experience and discuss any other operational issues and present renewal proposals.</li> <li>Conduct loss ratio analysis to justify for any increase in premium.</li> <li>Follow up and manage on any operational issues raised by Human Resource.</li> <li>Generate CRM reports and use the data by the actuaries to determine the best possible premium for the forth-coming renewal of accounts</li> <li>Prepare periodic loss ratio analysis trends/ and presentations</li> <li>To compile analysis for clients presentations</li> <li>To analysis on consumers' behaviour</li> <li>Pre sales and post sales customer service support</li> <li>Customer acquisition and relationship management through customer centric matrix</li> <li>To be responsible for developing and driving acquisition and engagement of employee benefits programme for Parkway Pantai</li> <li>To embark on a strategic partnership with different organizations with existing Parkway Pantai collaboration</li> </ul>		
Reason(s) for Leaving	Change of environment to recreational society		

Name & Address of Employer	NTUC Income 75 Bras Basah Road Singapore 189557		
From	To	Last Drawn Monthly Salary	Allowance & Bonus (if any)
Sep 2004	Jan 2010	\$2,600.00	1 month bonus
Job Title & Brief Description of Duties	<p>Customer Service Manager:</p> <ul style="list-style-type: none"> <li>• To manage and oversee to the daily operations of the servicing center/ branch in a holistic structure</li> <li>• To manage the team's various customers touchpoints and deliver awesome customer services throughout for repeated businesses such as emails, ICQ and through walk in to the center/ branch via policyholders</li> <li>• To ensure the customer service executives are updated with the latest SOPs, new policies, new guidelines, or new product's trainings. Ensure the team's adherence to the latest SOP as deem appropriate and proper</li> <li>• To manage any escalated issues by staffs via internal or external parties and resolved them amicably to achieve the best possible win-win situation</li> <li>• To achieve the servicing centre's service level, i.e. Key Performance Indices (KPI)</li> <li>• To cross sell and up-sell any other new products and generate new leads to the in-house servicing agents</li> <li>• To provide coaching and mentoring staffs pertaining to customer services issues or disciplinary issues</li> <li>• To develop and update Standard Operating Procedures (SOP) for the prevailing customer services based on the continuous changes in the business environment</li> <li>• To initiate corrective actions for both internal and external parties to achieve a win-win situation for both parties</li> <li>• To recruit and appraise staffs via effective team structure for hiring and appraisal</li> <li>• To generate staff's KPI reports and staff performance analysis</li> <li>• KPI analysis and management report presentation. Provide data analysis and reports to management</li> <li>• To churn the CRM report for marketing purposes</li> <li>• To enhance overall customer satisfaction through planning and coordinating of on-going CRM activities and various customer's touch points</li> <li>• To analyze servicing store traffic</li> <li>• To analysis on consumers' behaviour and present to management the best and effective way of increasing customer traffic via various customers touchpoint</li> <li>• Implement measures to enhance customer life span</li> <li>• Review current customer service systems to drive customer service excellence via identifying the key metric and developed</li> <li>• To develop customer excellence strategy and programme and related programmes to drive customer loyalty programmes</li> </ul>		
Reason(s) for Leaving	To learn new skills in the management of employee benefit accounts.		

Name & Address of Employer	MobileOne Asia Pte Ltd 10 International Business Park Singapore 609928		
From	To	Last Drawn Monthly Salary	Allowance & Bonus (if any)
Mar 2000	Jul 2004	\$2,300.00	1 month bonus
Job Title & Brief Description of Duties	Senior Customer Service Executive: <ul style="list-style-type: none"><li>• Assist in Call Centre Management.</li><li>• To determine the needs and wants of the customers and if possible go the extra mile to delight and wow the customers for repeat business</li><li>• To achieve the servicing centre's service level</li><li>• To work as a team to achieve the goals set by the management</li><li>• To have the customer oriented mindset and able to build rapport and deliver unparalleled customer experience</li><li>• To be a good team player with results driven and strong determination to excel</li><li>• To delight, engage and inspire customers by focusing on the smallest details and make big impacts with relevant problem solving skills</li><li>• To support the coordination and planning of M1 events with relevant departments</li><li>• To compile analysis on customer loyalty program</li><li>• To drive customer loyalty programmes and achieve higher customer rentension</li></ul>		
Reason(s) for Leaving	Change of environment from the telecommunication industry to insurance industry.		
Name & Address of Employer	Singapore Airlines		
From	To	Last Drawn Monthly Salary	Allowance & Bonus (if any)
Jan 1998	Dec 1999	\$2,500	
Job Title & Brief Description of Duties	Flight Steward <ul style="list-style-type: none"><li>• To rise to each and every occasion to deliver the Singapore Airlines experience to all our customers</li><li>• To provide the high standards of care and service that customers have come to expect of Singapore Airlines</li><li>• To provide prompt and attentive in-flight service to passengers</li><li>• To ensure safety and security of passengers on board</li><li>• To extend pre-flight and on-board preparation of food, beverages and amenities</li><li>• To ensure the safety, comfort and well being of passengers aboard flights</li><li>• To be involved and responsible for all pre and post flight logistics and coordination</li><li>• To assist in the cleanliness of the cabin between flights</li><li>• To ensure that adequate supplies of meals, refreshments and emergency equipments are on board</li><li>• To demonstrate the use of safety and emergency and ensure that they are in good conditions</li></ul>		