

# Nicole Lam

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Diligent and results-oriented professional with a proven track record in back-office operations, business optimisation and client engagement. I bring a wealth of experience in monitoring and enhancing business processes, coupled with a talent for managing diverse clerical tasks. Recognised for proficiency in communication, adeptly handling client interactions, verifying account documents, and streamlining application processes.

## EXPERIENCE

### **Customer Contact Analysis Advisor – Hillside (shared Service 2018) Ltd.**

Nov 2020 – PRESENT (Joined bet365 as an Asian Customer Account Advisor)

- Develop, maintain, and assess content for Virtual Assistant
- Perform crucial device testing
- Execute restoration processes as needed
- Manipulate data in Virtual Assistant and Excel for analysis
- Accurately report issues and oversee resolution to maintain Virtual Assistant functionality
- Review and analyse new releases to ensure content is current and cohesive
- Provide support for content translation

### **Administrative and Accounting Officer – Token News HK Ltd., Hong Kong**

Apr 2018 – May 2020

- MaProvide support to the team with daily office requirements and administrative tasks
- Coordinate travel, meetings, and event arrangements
- Manage staff and management expense claims and prepare associated reports
- Conduct general accounting operations, including bookkeeping and system data entry
- Assist project teams with client onboarding and AML screening

### **Assistant Language Teacher – Kitakyushu Business Solutions Co., Ltd.**

Jun 2017 – Mar 2018

- Delivered English lessons using level-appropriate teaching techniques
- Facilitated improved communication skills for Japanese students through engaging activities

### **Junior Merchandiser – Home Retail Group Asia Ltd., Hong Kong**

Dec 2013 – Mar 2016

- Conducted preliminary product sourcing, development, and price negotiation.
- Coordinated effectively with suppliers and communicated with the buying team in the UK.
- Developed and maintained strong working relationships with suppliers in South East Asia.
- Proactively identified business needs and capitalized on sales opportunities.
- Analyzed and manipulated data using tools such as pivot tables, VLOOKUP, graphs, and formulas.

## EDUCATION

### **University of York – BSc Accounting, Business Finance & Management**

Sep 2010 – Jul 2013

ACCA accreditation (Accountant in Business, Management and Financial Accounting)