



WENJI SHEN

Hamilton, NZ 3210

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SUMMARY

Results-driven **Business Development and Marketing professional** with hands-on experience in direct B2B sales, market expansion, and customer relationship management across New Zealand's fresh-produce and retail sectors. Proven success in driving revenue growth — achieving **25–30% weekly sales increase**, expanding Asian-market partnerships by **8 new clients**, and maintaining a **70% repeat-order rate**. Skilled in **market research, data analysis, and CRM-based customer insights**, leveraging findings to optimize product mix, seasonal pricing, and promotional strategies that boosted sales by **up to 40% during peak seasons**.

SKILLS

- Business Development & B2B B2C Sales
- Market Research & Data Analysis
- Digital Marketing & Brand Promotion
- CRM & Customer Retention
- Analytical & Problem-Solving Abilities
- Adaptability & Innovation

EXPERIENCE

Business Development & Sales Representative / Natural Farm - Hamilton

08/2025 - Current

- Expanded B2B sales network across Waikato and Auckland, securing **8 new supermarket partners** and **15+ regular retail clients** within 3 months. Achieved **25 – 30% weekly sales growth** through direct farm-to-store deliveries and tailored product sampling campaigns.
- Executed the **end-to-end sales cycle**—from product demonstration and price negotiation to purchase order confirmation and logistics coordination.
- **Built and maintained a CRM-based client database** to track purchasing trends, forecast demand, and maintain a **70% repeat-order rate** through data-informed decision-making.
- **Collected and analyzed customer feedback and sales data** to identify high-margin produce, providing **data-driven insights** for seasonal planting and pricing strategies.
- Supported marketing initiatives such as in-store promotions and festival campaigns, **boosting sales volume by 40% during peak season**.
- Conducted **market research** on competitor pricing and consumer preferences to optimize product mix and pricing positioning.

Pie-van Sales Specialist / Jesters NZ - Hamilton, WKO

08/2022 - 02/2025

- **Motivated and trained 3 team members** to meet and exceed sales goals through positive reinforcement.
- Followed up with customers after completed sales to assess satisfaction and **resolve technical or service concerns**.
- **Increased sales by at least 43%** and up to **\$1,100 in pie-van retail sales per day** by executing the entire sales cycle from initial lead processing to conversion and closing.
- Developed and implemented sales strategies for different seasons to **successfully achieve the branch's turnover goals**.

Marketing Specialist / Orange And Red NZ - Hamilton, WKO

07/2021 - 07/2022

- Demonstrated keen market insight by monitoring developments in the marketplace, the competitive industry, and social media to comprehend current market shifts.
- Introduced popular products to **increase the number of new customers by roughly 15%**.
- Forged strategic partnerships with key figures in the food retail sector, offering goods bearing brand attributes to **raise brand recognition and impact** while **cutting expenses by about 1.5%**.
- Developed and implemented focused marketing campaigns, such as group purchasing, to **boost brand awareness during festivals** and **achieve a 40% increase in successful orders** over regular hours.
- Enhanced communication skills and **increased consumer loyalty** by regularly interacting with clients and potential clients on social media sites.

Digital Marketing Project Officer / Manawa Honey NZ - Hamilton, On-line

11/2020 - 02/2021

- Wrote 3 reports and papers aimed at **increasing Manawa Honey NZ's sales and digital marketing** efforts.
- Assisted the marketing team in creating workable plans by **gathering, analyzing, predicting, and interpreting data** based on my insights and recommendations.
- Maintained contact with China's exporters, kept a watchful eye on global market developments, and began preparations for an export to China strategy, including **gathering materials for the Shanghai World Expo, developing a Chinese website and e-commerce platform**, and **seeking expert guidance**.

Office Coordinator / Ministry Of Land And Resources Of The People's Rep - Jiaxing, Zhejiang

07/2018 - 09/2018

- Efficiently received and distributed incoming correspondence, including letters, messages, and phone calls, to relevant staff members.
- Ensured progress and provided information to the team leader by **keeping precise records and documentation** of each land project.
- Displayed a high level of attention to detail in editing documents, **ensuring data and documents were error-free**.

EDUCATION AND TRAINING

Master of Information Technology

03/2025

University of Waikato - Hamilton, NZ

Bachelor of Business: Digital Business

02/2021

University of Waikato - Hamilton, NZ

LANGUAGES

English:

Full Professional

Chinese (Mandarin):

Native/ Bilingual

REFERENCES

References available upon request.