

Sandy Ng

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<b>OBJECTIVE</b>	<ul style="list-style-type: none"><li>➤ Position in business with opportunity for contributing with my skills and experience in Loyalty management, Marketing, e-commerce, communication and management.</li></ul>
<b>LANGUAGES</b>	<ul style="list-style-type: none"><li>➤ Native Mandarin &amp; Cantonese, Fluent English</li></ul>
<b>COMPUTER SKILLS</b>	<ul style="list-style-type: none"><li>➤ Word, Excel, Dreamweaver, Photoshop, Access, PowerPoint, Ominture, Google Analytics</li></ul>
<b>WORK EXPERIENCE</b> (4/1/13 to Present)	<p><b>Hong Kong &amp; China Marketing Manager, RacingThePlanet Limited – Outdoor E-commerce</b></p> <ul style="list-style-type: none"><li>➤ Manage and allocate the marketing A&amp;P and loyalty program budget</li><li>➤ Plan and develop the loyalty programs for retail store and online store with strategies</li><li>➤ Coordinate with store operations and training to create consistent store communications to improve CRM program execution</li><li>➤ Work with cross-functional teams to develop and deliver CRM program benefits</li><li>➤ Manage market/customer research, competitive landscape and data analysis to identify and develop program enhancements and marketing activities</li><li>➤ Lead and execute online and offline marketing campaigns, events, partnerships (included negotiation of contracts) to maximize the traffic, sales revenue, conversion and retention.</li><li>➤ Drive sales through customer loyalty offerings and segmentations marketing strategy</li><li>➤ Plan and execute the Search Engine Marketing on Baidu and Google</li><li>➤ Plan and execute the Social media marketing and digital marketing such as eDM</li><li>➤ Plan and execute the Chinese websites' content management and refurbishment</li></ul>
<b>ACHIEVEMENTS</b> (CURRENT POSITION)	<ul style="list-style-type: none"><li>➤ Establish a good relationship with Sport partners (races, travel agencies, forum, etc)</li><li>➤ Increased the number of partnerships by 10 times within 6 months in 2013</li><li>➤ Increased the store's traffic with additional 3000 visitors</li><li>➤ Increased the store's sales revenue by around 30% in October year on year</li><li>➤ Increased the web traffic of Hong Kong and China website by 42% generated from SEM campaigns and online partnerships</li></ul>
(6/20/11-8/16/2012)	<p><b>Assistant Marketing Services Manager, Marco Polo Hotels Group</b></p> <ul style="list-style-type: none"><li>➤ Perform day-to-day CRM and loyalty programs management and maintenance</li><li>➤ Manage the Loyalty programs' budget and plan the budget allocation</li><li>➤ Report and evaluate the sales revenue return, ROI, lead generated, KPI and etc</li><li>➤ Develop concepts, strategies, and test plans to continuously enhance the CRM initiatives</li><li>➤ Drive customer engagement by working with a variety of functional teams and partners</li><li>➤ Conduct marketing research and survey to maintain a deep knowledge of consumer needs and traffic drivers (e.g. acquisition, retention, re-engagement &amp; win back initiatives).</li><li>➤ Manage and maintain the communications with targeted and brand-relevant customers</li></ul>

## WORK EXPERIENCE

- Provide Loyalty Programs' trainings for new hotels' Front Office Team
- Plan, execute and evaluate the Group's marketing campaigns and partnership negotiations with vendors to maximize the biggest return across all hotels within the Group
- Work with IT team to create and maintain appropriate CRM metrics, reports and segmentation models for continuous systemic optimization
- Manage the website content and supply chain of marketing collaterals and premiums.

(6/16/2008-5/29/2011)

### **Regional Marketing Executive, element14 (Premier Farnell Group) – E-commerce**

- Lead the Loyalty Programs for Greater China Region
- Develop and implement the strategy to build the loyalty programs
- Manage communications strategy for attracting, developing and retaining customers
- Gauge return of rewards efforts and establish metrics to measure program success
- Respond to the needs of current customers and develop plans for acquisition purpose
- Drive sales through customer loyalty offerings
- Design and deliver marketing campaigns that are data-driven and segment-focused
- Manage the ongoing operations of the programs and marketing campaigns
- Manage the program budgets with responsibility for the program P&Ls and marketing ROI
- Plan, source and allocate the loyalty programs' premiums to different branches.
- Manage A&P budget and content of corporate websites for HK & Taiwan market
- Streamline and automate fulfillment processes for member enrollment, member benefits, promotion fulfillment, and program reporting working closely with cross-functional teams
- Establish and manage relationships with vendors, partners and internal resources to coordinate delivery for effective programs and promotional campaigns.
- Manage and execute all other marketing activities for Hong Kong and Taiwan market included organizing events and conducting the marketing research analysis.
- Manage digital marketing included eDM, SEM, SEO and social media for Greater China
- Manage the corporate marketing materials from content, design to printing

(5/29/2006-5/30/2008)

### **Marketing Specialist, ARC International Corp – California, USA**

- Coordinate marketing events and marketing campaigns across five branches in US
- Handle online advertisement placement and updated company's website content
- Handle marketing research & analysis of industry market
- Handle Translation, writing, marketing materials included corp. presentations
- Source the premiums and gifts in order to maximize the result of performance for marketing campaign and activities

(9/15/2006-1/29/2008)

### **California DMV Licensed Instructor (Part-time), International Traffic School - USA**

- Prepare lessons and taught in the class (English Speaking)

(Jan-May 2006)	<b><u>Sales Assistant (One-semester Internship), ALCOA Inc. – Arkansas, USA</u></b> <ul style="list-style-type: none"> <li>➤ Handle Data entry and assisted delivery arrangement</li> </ul>
(Aug 2003-May 2005)	<b><u>Professor's Research Assistant, Southern Arkansas University, USA</u></b> <ul style="list-style-type: none"> <li>➤ Assist professor's research, grading and classroom activities</li> </ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>➤ Postgraduate Diploma in Integrated Marketing Communications, HKU SPACE (<i>May 2012</i>)</li> <li>➤ BA in Business Administration, Southern Arkansas University, USA (<i>May, 2006</i>)</li> <li>➤ High School Diploma (12<sup>th</sup> Grade) graduated, Byron High School, USA (<i>May, 2003</i>)</li> </ul>
<b>RELEVANT COURSES</b>	<ul style="list-style-type: none"> <li>➤ Quantitative Analysis I &amp; II</li> <li>➤ Consumer Behavior (Marketing Research and Analysis)</li> <li>➤ Database and Relationship Marketing (CRM)</li> <li>➤ Advertising and Promotion Management</li> <li>➤ Google Analytics Course</li> </ul>
<b>HONORS AND ACTIVITIES</b>	<ul style="list-style-type: none"> <li>➤ Organized courses, extracurricular activities, and part-time employment to graduate in 3 years. Earned GPA 3.71 (A=4.0) on major classes.</li> <li>➤ Member, Sigma Beta Delta (National Business Student Honor- Top 20% of students in College of Business in 2005)</li> <li>➤ Member, Dean List in College of Business in 2003, 2005 &amp; 2006 (Student honor- Students earned GPA 3.5 or above in Southern Arkansas University)</li> <li>➤ Member, Phi Beta Lambda and Free Enterprise (Business Organizations)</li> <li>➤ Member, National Honor Society in 2003 (National Student Honor- Students earned GPA 3.5 or above in Byron High School)</li> </ul>
<b>VOLUNTEER WORK</b>	<ul style="list-style-type: none"> <li>➤ Volunteered the local sport races such as HK100, HKDRC Green Half Marathon, etc.</li> <li>➤ Participated in the works for Volunteer Movement</li> <li>➤ Participated in Global Hope Network's oversea trip to Sri Lanka</li> <li>➤ Participated in the events for International Student Association (Magnolia, AR, USA)</li> <li>➤ Worked with children at Boy's &amp; Girl's Club (Magnolia, AR, USA)</li> <li>➤ Coordinated the events at Central Baptist Church (Magnolia, AR, USA)</li> <li>➤ Leading students for volunteer program at East Side Elementary Library and Columbia Country Library (Magnolia, AR, USA)</li> </ul>
<b>AVAILABILITY</b>	<p><b>2-week notice</b></p> <p><b>References available on request</b></p>