

Ms. Ho//

YOHANNA

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Education



China Studies (Economics)

Bachelor of Social Science (Hons)
Hong Kong Baptist University, Hong Kong

Game Programming

Advanced Diploma
Centennial College, ON Canada

UI/ UX Web Design

Professional Certificate
Hong Kong Digital Design and Marketing Institute

✓ [Exams Attended](#)

Language & Skills



English Cantonese Mandarin

C# HTML JavaScript SQL

Game Design Web Design

Graphic Design UI/ UX

CRM & Analysis

EDM Marketing

Bookkeeping

Financial Reports

Work Experience: Full Time

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📍 Evercare, Hong Kong

Operations Engagement Manager

2021 - 2022

Lead Supplier Engagement Team, expand base, improve service, boost brand via marketing, social media, support, education, feedback.



Customer Experience Manager

2021

Streamline operations, evaluate agent performance, establish Supplier Supporting Team, improve matching, ensure seamless service delivery, manage inquiries and complaints.



📍 HelloToby, Hong Kong

Customer Service Team Leader

2019 - 2020

Establish goals & KPIs, analyze weekly, manage staff, handle inquiries & complaints, gather feedback, optimize communication, analyze behavior, update manuals.



Customer Service Assistant

2018 - 2019

Handle multi-channel inquiries, streamline referrals, coordinate vendor-to-customer service, resolve complaints.



Work Experience: Part Time

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📍 Gift Flowers HK, Hong Kong

Content Editor & Translator

2023

Offer content writing and translation services for various topics and languages.



📍 Finest Consultants Ltd, Hong Kong

Accounting Clerk

2020 - 2022

Perform bookkeeping tasks and prepare financial reports, including balance sheets and income statements, adhering to International Financial Reporting Standards.



Work Experience: Full Time

Operations Engagement Manager

2021 - 2022

Evercare Health Limited: Elderly Care Agency, Hong Kong

- Establish and lead Supplier Engagement Team for increased loyalty and cohesion, ensuring a stable service supply
- Implement marketing campaigns to expand the active supplier base and enhance brand awareness
- Create and publish engaging social media content, including text, graphics, and videos
- Manage service provider database and track essential information for efficient operations
- Provide operational support, including App usage, service matching, shifts arranging, and payroll calculation
- Coordinate education courses and prepare materials to improve suppliers' service quality and skills
- Collect and act on service providers' feedback and reflections for continuous improvement

Customer Experience Manager

2021

Evercare Health Limited: Elderly Care Agency, Hong Kong

- Develop a systematic and effective operation workflow for streamlined processes
- Implement an agent performance evaluation system to monitor and enhance performance
- Establish a Supplier Supporting Team to provide comprehensive assistance
- Enhance the efficiency of daily matching procedures
- Coordinate seamless service delivery from clients to service providers
- Manage customer inquiries through phone calls, WhatsApp, and email
- Handled customers' escalated complaints and facilitate finding final solutions

Customer Service Team Leader

2019 - 2020

HelloToby Technology (HK) Ltd: Service Matching Platform, Hong Kong

- Establish team goals and KPIs (Key Performance Indicators) for each quarter, including average handling time (~3.5 mins), first reply time (~32 mins), and customer satisfaction score (CSAT) (~80%)
- Execute quality checks and analyze performance statistics weekly, providing reports on team performance
- Manage, allocate, and utilize the team to enhance their performance, achieving set goals
- Evaluate individual teammates' abilities and performances monthly, arranging corresponding training sessions
- Interview and onboard new staff members
- Develop and deliver training programs for new and underperforming staff
- Provide solutions for escalated inquiries and serve as the last resort for customer complaints
- Gather user feedback and suggestions, collaborating with other departments (especially the product team) to improve operational efficiency and customer experience
- Create and modify drip emails based on user lifecycle data to maintain and increase users activeness
- Enhance a positive company image on social media and public platforms
- Hold a customer accomplishment program to boost customer loyalty
- Prepare EDMs, articles, and announcements for promotions, events, and company policy adjustments
- Analyze customer behavior and patterns to refine operational flow, pricing, and service model
- Manage the user guides, help center, and Terms & Conditions for the website/app user manuals, ensuring they are up to date and designed to reduce users' inquiries

Customer Service Assistant

2018 - 2019

HelloToby Technology (HK) Ltd: Service Matching Platform, Hong Kong

- Handle customer inquiries from various channels (phone, email, digital media, public forum)
- Efficiently refer enquiries to related departments
- Coordinate service from vendors to customers
- Manage and resolve customer complaints

Project Executive

2018

Hong Kong Trade Development Council, Hong Kong

- Assist project manager in the overall project planning and coordination
- Provide logistic support and recruit participants for trade promotion projects

Work Experience: Part Time

Freelance Content Editor & Translator

2023

Gift Flowers HK, Hong Kong

- Content writing and translation

Farm and Office Assistant

2023

K-Farm, Hong Kong

- Manage and design company website
- Assist with special events and activities and maintain farm daily operation
- Conduct guided farm tours, educating visitors on sustainable farming practices, including organic farming, aquaponics farming, hydroponics/indoor vertical farming
- Demonstrate farming activities and answer visitors' questions
- Handle customer inquiries and complaints through phone calls, WhatsApp, Facebook, Instagram, website live chat, and in person

Accounting Clerk

2020 - 2021, 2022

Finest Consultants Limited, Hong Kong

- Bookkeeping
- Prepare financial reports, including balance sheet and income statement (International Financial Reporting Standards)

Laundry Attendant

2020

Wei Wei Dry and Clean Laundry, Hong Kong

- Sort, prepare, and remove stains from laundry items for washing
- Operate laundry equipment, and fold and iron laundry
- Manage tools and consumables inventory, reporting shortages
- Handle customer inquiries, special requests
- Manage sales records and ensure accurate money flow management

Work-related Skills

Languages

- Cantonese
 - Speaking: Native
 - Reading and Writing: Native
 - Traditional Chinese
- Mandarin
 - Speaking: Proficient
 - Reading and Writing: Proficient
 - Simplified Chinese
- English
 - CEFR Level: C1

Programming Languages

- C#
- HTML
- JavaScript
- SQL

Design-related Skills

- Video Game Design
 - Unity
- Web Design
 - Microsoft Expression Web
 - WIX.com
- Graphic Design
 - Photoshop
 - Blender
 - GIMP
 - Tiled
 - Canva
- UI/ UX

Software & Application Skills

- CRM and Analysis System
 - Zendesk
 - Hubspot
- EDM System
 - SendGrid
 - MailChimp
- Accounting Software
 - MYOB ABSS
- Microsoft Office Application
- Word Processing
 - Chinese & English

Schools Attended

2022 - Present

Advanced Diploma in Game Programming

Centennial College, ON Toronto

This program fosters proficiency in developing games with industry-standard programming languages and tools while mastering game design principles, AI implementation, multiplayer functionality, and game optimization, complemented by strong problem-solving, teamwork, and project management skills developed through individual and collaborative projects.

Professional Certificate in UI/ UX Website Design

Hong Kong Digital Design and Marketing Institute, Hong Kong

Participants are equipped with skills in user-friendly and visually appealing website design through this program. It covers wireframing, prototyping, responsive design, and usability testing, providing practical expertise for creating effective and engaging websites with different versions for various devices.

Bachelor of Social Sciences (Hons) China Studies (Economics)

Hong Kong Baptist University, Hong Kong

This program provides a strong foundation in economics, in-depth understanding of China's economy, and insights into comparing economies worldwide. It develops critical thinking, strategic decision-making, leadership skills, and knowledge in comparing the economies of China, the US, and the world for informed global business strategies.

Academic Engagements Abroad:

- Tsing Hua University, Beijing
 - Summer Sojourn: Mandarin/ Putonghua Intensive Program
- National Chengchi University, Taiwan
 - Exchange Student Program

Standardized Examinations Attended

International English Language Testing System

2021

- Overall (7.5)
 - Listening & Reading (8.5)
 - Writing & Speaking (6.5)

HK Common Recruitment Exam and Basic Law Test

2017

- Use of English & Use of Chinese (LEVEL 2)
- Aptitude Test & Basic Law Test (PASS)

Hong Kong Diploma of Secondary Education Exam

2014

- Economics (LEVEL 5)
- Liberal Studies (LEVEL 5)
- Mathematics (LEVEL 4)
- Mathematics Extended Part Module 1 (Calculus and Statistics) (LEVEL 4)
- Business, Accounting and Financial Studies (LEVEL 4)
- English (LEVEL 4)
- Chinese (LEVEL 4)

Associated Board of the Royal Schools of Music

- Grade 8 Piano (2021)
- Grade 7 Flute (2015)
- Grade 5 Music Theory (2010)