

CHI WAI NANA SANDY NG

PERSONAL PROFILE

I am a half Japanese half Chinese driven individual who is motivated and inspired by new challenges and the opportunity to learn and develop new skills. I have extensive experience in fulfilling customer needs and meeting client expectations with professional approach. My commitment to success and tenacity makes me a reliable and loyal individual who is willing to go the extra mile.

WORK EXPERIENCE

Business Development and Marketing Manager

Nature Products Ltd | 2018 Sept - Now

- Spearheaded the development and expansion of new market segments through tradeshows, exhibitions, social media, leading to a 30% increase in customer base within the first year.
- Devised and enacted marketing campaigns that resulted in an average ROI of 220%, employing A/B testing and analytics to refine approaches.
- Implemented innovative sourcing strategies
- Cultivated lasting partnerships with international stakeholders
- Led a rebranding initiative that heightened brand recognition in a crowded marketplace and facilitated a 15% sales uplift.

Account Manager

Navigator Insurance Brokers Ltd | 2023 May - 2023 November

- Developed and implemented new marketing and sales strategy for the next 2 years
- Plan, execute, and manage digital marketing campaigns for the company, including SEO, SEM, email marketing, and social media
- Managed a portfolio of 50+ key accounts, fostering relationships that increased customer lifetime value
- Delivered personalized client consultations that led to the adoption of enhanced digital marketing strategies, achieving a 20% increase in clients' customer engagement.

Marketing Manager

Mitsubishi Fuso Truck and Bus Corporation | 2017 March- 2018 Sept

- Build and maintain strong relationships with key suppliers; evaluate and select suppliers based on quality, cost, and delivery speed.
- Orchestrated a comprehensive rebranding initiative for Mitsubishi Fuso's commercial vehicle line, enhancing brand visibility and market share in key global markets.
- Conducted comprehensive market research resulting in actionable insights that shaped the development of new features aimed at enhancing driver experience and safety.

Assistant Manager

Amsterdam Business School | 2015 Dec - 2016 Dec

- providing administrative support to faculty and staff, assisting with event planning and coordination, maintaining records and databases, handling correspondence, and ensuring the smooth operation of daily activities.
- Facilitating communication between students, faculty, and other stakeholders, helping to create a positive and efficient learning environment.

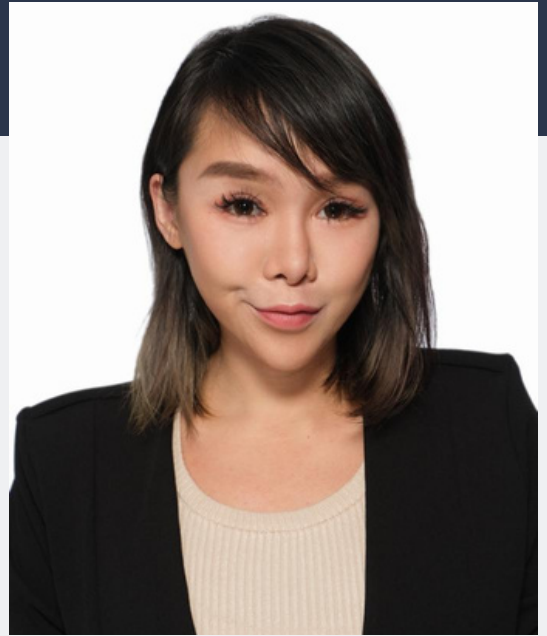
EDUCATIONAL HISTORY

Bachelor of Economics, Temple University Japan

2013 April -2015 December

Tokyo Seika technical school

2008 April-2010 April



CONTACT ME AT



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SKILLS SUMMARY

- Expertise in nurturing long-term client relationships that enhance retention and loyalty
- Identifying and capturing new market opportunities to drive business growth and client base expansion.
- Proficient in photography and video editing, with experience in producing and editing various types of media content using Adobe Photoshop, Premiere Pro, Canva and lightroom
- Expert in Social Media and Content creating
- Skilled in customizing and advising on policy coverage that meets the nuanced needs of clients, leading to maximized client satisfaction and retention.
- Represented the company at numerous industry exhibitions and trade shows, effectively promoting the brand and product portfolio.
- IIQE Qualification 1-5
- Leadership skills to encourage and correct employees to increase efficiency and performance
- Excellent organization and time management skills and the ability prepare schedules and allocate resources to meet deadlines.

LANGUAGES

- English
- Mandarin Chinese
- Cantonese
- Japanese
- Dutch