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## Marketing ~ Customer Service ~ Vendor Management

23+ years' rich experience in delivering optimal results & business value in high-growth environments

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Corporate Vision & Strategy	Business Development	Market Intelligence	Key Account Management
Sales/Marketing	Brand Management	Customer Relationship	Vendor Management
Event Management	Presentation/MIS	Contract Management	Advertising/Space Selling
Training & Development	Project Management	Office Management	Cross-functional Coordination

Customer focused, highly successful in building relationships with key decision makers, seizing control of critical problem areas and delivering on customer commitments; major experience across all facets of business development, strategic management & leadership, project management and executing sales. Innate strengths in identifying and developing potential accounts and retaining their business association with augmented customer services. Strategic marketer with a keen business acumen in analyzing and understanding business requirements, customer-value maximization and develop new business and revenue streams. Proven expertise in vendor development/identification and analytical assessment to strengthen effectiveness. Excellent man-management, time management, leadership skills; computer literate.

### PERFORMANCE MILESTONES

- Having credential of organizing 65+ trade shows, conferences and seminars.
- Actively involved in monitoring and completing the AT&T/LUCENT big & special project "Customer Satisfaction".
- Played pivotal role in establishing projects and its promotion to the Asia Pacific region.
- Conducted 'SWOT' analysis and utilized findings for designing customized strategies to enhance customer services.
- Streamlined the process of handling customers' servicing needs, considerably reducing turnaround time, increasing perceived value to the customers and winning their delight.
- Set and fine-tuned an excellent operational base which is ratified by a very high customer retention ratio, focused on productivity and operational efficiency translating into cost savings and bottom line improvement.
- Implemented the concept of MIS reporting to update the Management on regular basis.

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### CAREER PROGRESSION

**US Office Manager**, Richfield Technologies, Washington, DC, Since 2005

- Accountable for corresponding through faxes, voice and email to our home office at Hong Kong.
- Drove the efforts for meeting with clients, making presentation to potential customer and closing deals.
- Interfaced & coordinated with interested Vendors in supplying equipment and other products or services for the projects.
- Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.
- Consistently achieved and exceeded annual sales target every year and established credibility in the market.

**Events Manager**, Self Employed, Washington, DC, 1998 to 2005

- Responsible for providing event management services to various companies for Tradeshows, Conferences and Seminars.
- Pioneer in coordinating the number of phone, fax and modem lines each booth or station needed for the event and passed the information to the company for running or connecting the communication lines for the events.

**Marketing/Customer Satisfaction Manager**, AT&T, ARLINGTON, VA, 1990 to 1998

- Associated closely with the area Market Analyst, to promote small business telecommunications equipment.
- Proactively contributed in recruiting, training and development of team and channels.
- Accomplished responsibility for identifying potential vendors, meeting and managing outside vendors for various projects.
- Played pivotal role in organizing tradeshows, other special events and managing an in house telemarketing group.
- Planned and oversee organization's integrated marketing efforts using direct mail, e-mail, website, newsletter, and public relations.

**Account Executive**, American Publishers, Newport News, VA, 1988 to 1990

- Assumed responsibility for selling yellow page advertising space, for military telephone directories.
- Designed & developed strategies for ensuring the long-term financial viability of the organization.

**Account executive**, Times Journal Co., Hampton, VA, 1986 to 1988

- Gained invaluable experience in selling advertising space, available in the military newspapers.

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### EDUCATION

B.A. Speech and Drama, Hampton University, Hampton, VA – 1986