

# Natalie Ying Fung Kwong

Flat E, 16/F Poyang Mansion, Tsui Woo Terrace, 6 Taikoo Shing Road,  
Taikoo Sing, Quarry Bay, Hong Kong  
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## Professional Summary

Enthusiastic Strategic Account Manager driven to provide superior communication skills with ability to understand client needs and close sales. Innovative in leveraging extensive knowledge of products and services as well as creating solutions for customers to drive loyalty, retention and revenue. Highly effective at client oversight, issue resolution and relationship building skills to maximize business opportunities.

## Relevant Skills and Proficiencies

- Built case study using Excel pivot tables to analysis and highlight ROI for c-level presentations.
- Live-edit the HTML of a page to create mock-up to allow and help client better visualize product and increase confidence in company capability to lock in sales.
- Used PowerPoint, ScreenRec and OpenShot Video Editor to create over 20 technical manuals within one year. Commended by clients in each case for brevity and clarity.

## Work History

**Pivot88** is a 360° Quality and Compliance platform designed to provide full transparency into supply chain through digitalizing inspection process, which is built on industry best practices.

STRATEGIC ACCOUNT MANAGER

Jan 2018 to Current, Hong Kong

### KEY ACHIEVEMENTS

- Forged and nurtured impactful relationships with customers to cultivate loyalty, boosting customer satisfaction by 200%.
- Upsold and closed customer sales by driving product benefits around client needs and increased revenue by 150% within one year.
- Achieved quarterly up-sales goals of US\$65,000 and service targets by leveraging interpersonal communication skills and product knowledge to cultivate and secure new customer relationships.

### KEY RESPONSIBILITIES

- To liaise with customers, management and sales team using communication software to better understand customer needs and recommend appropriate solutions.
- Proactively managed client correspondence and recorded all tracking and communications with team collaboration software to assess overall satisfaction, resolve complaints and promote new offerings.
- Followed up with customers after completed sales to assess satisfaction and resolve any technical or service concerns using customer support software to ensure client retention.
- Visited customer locations in China and Bangladesh to evaluate requirements, demonstrate offerings and propose strategic solutions for diverse needs.
- Conducted on-site product demonstrations in Bangladesh, Vietnam, Taipei and US to highlight features, answer customer questions and redirect concerns toward positive aspects.
- Showcased product features to customers and discussed technical details to overcome objections and lock in sales.

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- Researched potential clients and markets to prepare for appointments and develop new products.
- Coordinated communication with developers using team collaboration software to ensure products are delivered on a timely manner.

**Lai Tak Enterprises Ltd** is principally engaged in the businesses of textile manufacturing and garment production as well as retail business.

## MERCHANDISER

Sep 2009 to Jan 2018, Hong Kong

- Liaise between customers, vendors, and production facilities by phone, email, and face-to-face meetings.
- Present merchandising strategies to clients and company leadership. Conduct market research to manage merchandising activities for current and upcoming seasons.
- Evaluate production facilities and ensure quality and consistency of product lines.
- Provide sales, inspection, and QC reports to ensure product quality standards and sales targets are met.
- Manage and support subordinate teams to maximize productivity and professionalism.
- Effectively and efficiently investigate, negotiate, and resolve service or product issues.
- Collaborate with vendor representatives and company customers to set up optimal delivery schedules.

**Superkids Education Centre** is an English language tutorial school specializing in a progressive curriculum that integrates proven techniques aimed at strengthening skills and building confidence in oral and written English.

## PART-TIME ENGLISH TEACHER

Apr 2016 to Mar 2019, Hong Kong

- Monitor and evaluate the learning progress of each individual student.
- Build close and strong relationship with students.
- Help students build a strong foundation in reading and writing, speaking and listening.
- Teach and inspire children to engage in English environment.

**Hintco Trading Ltd** has a line of business includes the wholesale distribution of piece goods or yard goods of natural or manmade fibers.

## MERCHANDISER

Oct 2007 to Sep 2009, Hong Kong

- Coordinated with customers, vendors, and mills to drive seem-less order processing and product delivery.
- Initiated and coordinated order follow-up activities with production sample, bulk production, to shipping departments.
- Functioned as production-facility liaison between company and manufacture facilities

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## Language Skills

<b>English</b>	Native Fluency
<b>Chinese</b> (Cantonese)	Native Fluency
<b>Chinese</b> (Mandarin)	Native Fluency; (Putonghua Proficiency - Grade Three, Level A Certification)
<b>Japanese</b>	Basic Fluency
<b>Sign Language</b>	Basic Fluency; (Elementary Certification)

## Computer Skills

MICROSOFT OFFICE SUITE (Outlook, OneNote, Excel data analysis and dashboard reporting, PowerPoint presentation creation, Word Processing (English: 80 wpm, Chinese: 30 wpm) tracking and commenting to collaborate on reports

CUSTOMER-RELATION MANAGEMENT SOFTWARE (Salesforce)

COMMUNICATION SOFTWARE (Zoom, WebEx, Skype, Slack, WeChat, Line)

CUSTOMER SUPPORT SOFTWARE (Mantis, TeamViewer, QuickSupport, Mobile Device Manager Plus, Zendesk)

FILE SHARING PLATFORM (Egynte)

TEAM COLLABORATION SOFTWARE (Jira, Confluence, Sharepoint)

OPENSLOT VIDEO EDITOR

MICROSOFT POWER BI

## Education

OPEN UNIVERSITY OF HONG KONG – Hong Kong

Associate Degree in General Studies Jan 2016 to Dec 2019

UNIVERSITY OF TORONTO – Toronto, ON, Canada

Teaching English as a Foreign Language (TEFL) Online Course Jan 2015 to Jan 2016

KWANTLEN UNIVERSITY COLLEGE – Surrey, BC, Canada

2<sup>nd</sup> year college Sep 2003 to Apr 2006

## Achievements and Qualifications

WHARTON UNIVERSITY OF PENNSYLVANIA (via Coursea)

Certificate in Financial Accounting Dec 2014

TEXTILE INDUSTRY TRAINING CENTRE – Hong Kong

Fabric Inspection, Grading and Colour Measurement Mar 2009

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## Other Experience

**TEDxTinHauWomen** (<https://tedxtinhauwomen.com/>) is a women dedicated TEDx community in Hong Kong.

HEAD OF ZONE LEAD SPONSOR RELATIONSHIP

2019 to Present

- Build strong relationships with partner decision makers, influencers and agencies
- Schedule and fulfill sponsorship assets such as equipment, tickets, signage, digital/social and other promotions
- Assist with sponsorship communications and meetings, including preparing proposals and action plans

**CIHK (CANADIANS IN HONG KONG)** ([www.canadiansinhongkong.com](http://www.canadiansinhongkong.com)) is one of the biggest and move active Canadian clubs in Hong Kong. CIHK focuses on hosting events, fostering community and delivering relevant news and content to its members.

EXECUTIVE: EVENT COORDINATOR

2015 to 2016

- Identify opportunities and organize events via cooperation with local and regional businesses / organizations
- Coordinate and monitor event timelines to ensure goals and deadlines
- Lead event planning activities and logistics, including registration, attendance tracking, presentation, and material support
- Drive organization-awareness via e-marketing and social media

**VINTAGE CAKES** ([www.facebook.com/vintagecakeshk](http://www.facebook.com/vintagecakeshk))

DIRECTOR: EVENT COORDINATOR

2014 to 2015

- Liaising with clients; maximize customer satisfaction regarding catering demand
- Develop strategies to meet customer's requests based on profit/loss analysis
- Drive brand-awareness via e-marketing and social media (Facebook, Instagram) and associated marketing channels