

PERSONAL PARTICULARS

Name: Chan Siu Ming (陳小明)

Address: 18 Ka Yip St. Chai Wan, Hong Kong

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Email: smchan@mingpao.com

I.D. number: A123456(7) Age: 28 Sex: M

ADDITIONAL INFORMATION/SELF DESCRIPTION

Five years solid experience in sales and marketing, from ground-floor sales and merchandising to marketing management. Seeking a position in senior marketing management.

WORKING EXPERIENCE

- 01/1999 to present ABC International Co. Ltd. Assistant Manager (Marketing)
 - Plan and formulate both online and conventional marketing strategies
 - Launched a new brand onto national market gaining 17% market share last year
- 08/1998 to 12/1999 XYZ Trading Co. Marketing Executive
 - Planned and executed 21 marketing programs per year
 - Handle customer and sales enquiries

EDUCATIONAL BACKGROUND

- 09/1995 to 06/1998 University of Hong Kong - Bachelor of Business Marketing Major
- 09/1988 to 07/1995 Ming Ming College F.1-F.7

EXTRA-CURRICULAR ACTIVITIES

1997 University of Hong Kong, Student Union - Marketing Secretary

LANGUAGE ABILITY

Fluent in Cantonese(Fluent), English & Mandarin

SKILLS

MS Words, Excel, Powerpoint,, Internet

EXPECTED SALARY Negotiable

AVAILABILITY One month notice