

# Albert Yip

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**SUMMARY** Target-oriented and self-motivated sales professional with a proven track record and 5+ years of experience in B2B sales environment.

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**EXPERIENCE** **Senior Key Account Executive, DB Office Furniture Ltd.**

May 2012 - Present

- Maintain and strengthen a large portfolio of clients with over 90 key accounts
- Leveraged opportunities to up-sell the customer to increase revenue by 23%
- Enlarged the pool of customers through a proactive approach and created sustainable relationships with 40+ new customers
- Manage sales budgets and set targets
- Supervise and monitor the performance level of a sales team with 7 members

**Sales Representative, Eastwood Coffee Ltd.**

Apr 2009 - May 2012

- Reached potential clients through cold calls
  - Provided information about product features and promotions to 50+ existing customers over the phone and through meetings
  - Assisted in data analysis and sales kit preparation
  - Exceeded sales objectives by an average of 20% throughout the tenure
  - Ranked as "Top Sales Executive of the Year" (out of 20) in 2010 and 2011
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**EDUCATION** **DB School of Business, 2009-2011**

Master of Science in Management

**University of DB, 2006-2009**

Bachelor of Business Administration (Honours) in Sales and Marketing

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**SKILLS** Microsoft Office (Word, PowerPoint & Excel)

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**LANGUAGE** Cantonese (Native) | English (Proficient) | Mandarin (Proficient)

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**AVAILABILITY** One month's notice