

## Angie Ng Sook Leng

No. 5, Jalan Dewi

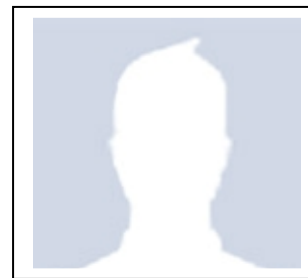
Taman Shamelin Perkasa

Cheras 56000

Kuala Lumpur

Contact No.: 016-442 8934

Email Address: angieng\_nsl@gmail.com



---

### Objective

To be part of a dynamic management team by delivering consistent and sustainable revenue gains, profit growth and market share increases through strategic brand management.

### Profile Summary

- More than 13 years of experience with 10 years in retail management and 5 years in brand management.
- Good knowledge in handling luxury brand.
- More than 10 years of strong management skills with experience of handling team size as big as twelve.
- Highly self-driven, committed and focused.

### Work Experience 2005 – till now

#### Brand Manager, Loreal Malaysia Sdn Bhd

Feb 2005 till now

Job Level	Manager
Job type	Permanent
Industry	Beauty/Grooming
Job Specialization	Marketing, Business Development
Monthly Salary	RM12000
Job Responsibilities	<ul style="list-style-type: none"><li>• Report to Group General Manager and lead a team of twelve that consists of marketing executives, brand executives and CRM executives.</li><li>• Develop brand portfolio and image, turnover and profitability of the local market.</li><li>• Implement international brand strategies. Determine and implement local adjustments with close liaison with the regional brand team.</li><li>• Enhance brand's image, evidenced by increase in market share, ranking and sales growth.</li><li>• Manage and accountable for the brand's profit and loss.</li><li>• Strategize, implement and monitor marketing activities.</li><li>• Develop and manage team, ensuring knowledge transfer and inculcate an environment that promotes innovation and new ideas.</li></ul>

Achievements	<ul style="list-style-type: none"> <li>Managed to increase the ranking of the luxury brand, Lancome from no. 6 to no. 4 spot within a span of two years.</li> <li>Sales growth of the Lancome brand has increased yearly, with 6% to 8% since taking up the position.</li> </ul>
--------------	--

### **Retail Manager, Loreal Malaysia Sdn Bhd**

Jul 1997 to Jan 2005

Job Level	Manager
Job type	Permanent
Industry	Beauty/Grooming
Job Specialization	Retail
Monthly Salary	RM7500
Job Responsibilities	<ul style="list-style-type: none"> <li>In charge of the daily operations.</li> <li>Manage and accountable for the development cost of the brand.</li> <li>Implement the right retail strategy.</li> <li>Drive the sales team to ensure achievement of sales targets.</li> <li>Liaison with the marketing team to work on matters such as visual merchandising, store display, maintenance, new product launches, events and implementation of business plan at the counter level.</li> <li>Manage team with involvement in staff recruitment and development, staff appraisal and etc.</li> <li>Prepare weekly and monthly business report for the regional brand team.</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>Manage to contain retail staff turnover by practicing sound management skills and hence, enhance customer service at the stores.</li> <li>Started out as Retail Supervisor and was promoted three times within a span of seven years.</li> </ul>

### **Academic Qualifications**

University Utara Malaysia

Bachelor's Degree in Business Administration, 1995

### **Skills**

<b>Skill</b>	<b>Proficiency</b>	<b>Years of experience</b>
Brand management	Advanced	5
Retail management	Advanced	7
Staff management	Advanced	10
Presentation	Advanced	8
Public relations	Intermediate	10
MS Office (Word, Excel, Powerpoint)	Advanced	13

**Languages** (0=Poor, 5=Excellent)

<b>Language</b>	<b>Spoken Proficiency</b>	<b>Written Proficiency</b>
English	5	5
Bahasa Malaysia	4	4
Chinese	5	0

**Other Particulars**

Date of birth	7 <sup>th</sup> June 1973
Nationality	Malaysia
MyKad/Passport	730607-10-7111
Gender	Female
Marital Status	Married
Willingness to travel/relocate	Will consider
Own transport	Yes
Expected Salary	RM13000 & above
Availability	3 months' notice