

Jaslyn. Li Xiaofang

Nationality: Chinese
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Key Strengths

- Outstanding ability working independently.
- Excellent performance in negotiation and presentation.
- Co-operative and pro-active.
- Outgoing, confident and work diligently.

Working experience

PETROCHEMICAL BROKER , MCQUILLING ENERGY BROKERAGE ASIA PTE LTD. Oct 2016 to present.

Responsibilities:

- Developing and maintaining a wide range of customer portfolio, including banks, oil majors, investment companies, trading firms and fund managers.
- In charge of both physical and paper trading of petrochemicals.
- Attend meetings to explore new business opportunities, as growing numbers of Chinese investors coming to the market.
- Align closely with clients on traded deals, follow up on delivery schedules.
- Monitor crude oil and downstream products price changes in relation to today's petrochemical market.
- Most importantly, duty is to close deal for clients.

SALES EXECUTIVE , AP OIL PTE LTD, Singapore, June 2014 to Oct 2016.

(A SGX listed lubricant manufacturer)

Responsibilities:

- Develop new business opportunities in various business sectors.
- Customer base: ship owners, fleet management, CNC machinery companies, car servicing retailers.
- Meet monthly sales target and yearly target individually and also as a team.
- Support and advise new customer on enquiries & serving different trade of industries.
- Organise lubricant related seminars for new and existing customers to enhance technical knowledge.
- Maintaining excellent rapport with clients while developing new ones.

SENIOR SALES EXECUTIVE, Floorrich Global, Singapore, March 2013- Feb 2014

Singapore-based flooring specialist catering to both corporate clients and direct end users.

Responsibilities:

- Responsible for expanding corporate client base and closing new business sales.
- Identify suitable projects through internet research, cold-calling and direct referrals.

- Conduct need-analysis with architects, quantity surveyors and project managers and negotiated terms and pricing.
- Manage whole sales process from start to end, consistently building customer rapport to ensure their continuous support even after project end.
- Organise exhibition to reach out more business opputnities with the team.

Oct 2012 to Feb 2013, I went back to China

SALES COORDINATOR, The United Oil Company, Singapore Mar 2012 – Oct 2012

Multi-national oil company producing and distributing high-end lubricants to automotive, industrial and maritime clients across the APAC region.

Responsibilities:

- Manage major **customer accounts / distributors** across Malaysia, Indonesia, Australia.
- Liaise with internal production department to draw up monthly **production schedule**.
- Oversee logistics of **cargo deliveries** to clients and subsidiaries, co-ordinating and communicating with external parties across different timezones.
- In charge of product costing in conjunction with procurement team taking into account material cost, company profitability and price competitiveness.
- Resolve various customer issues and effectively process client requirements.

Competencies

- Operation systems: MS Office (Word, Excel, PowerPoint).
- Languages proficiency: Fluent in **speaking and writing in both Chinese & English**.
- Other skills: cold calls, Interview/survey skills(questionnaire & telephone)

Education background

University of Newcastle, Australia (2008- 2010)
Bachelor of Business (Marketing & Management)

Guiyang College, China (2004-2006)
Higher Diploma in E-commerce (2004-2006)
Diploma in Accounting (2001- 2003)