

TEOH HUI WEN (BT)

Account specialist

CONTACT

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PROFESSIONAL EXPERIENCE

Account Specialist | Dec 2025- Present

TDCX (SG) Pte. Ltd.

- **Ad Strategy Expertise:** Manage Meta advertising platforms with a deep understanding of Facebook ad logic and tactics. Proficient in data analysis and performance tracking to maximize campaign effectiveness.
- **Client Management:** Develop tailored advertising strategies for e-commerce and retail SMEs across China, Singapore, and Malaysia, managing cross-border campaign execution to enhance overall performance and conversions.
- **Performance Results:** Consistently achieve key metrics including client satisfaction, account retention, and business growth through high-quality service delivery.

Digital Sales Consultant | Jul 2016- Nov 2025

Singtel Pte. Ltd.

- Provided exceptional support to consumer and business clients via phone, email, web chat, and WhatsApp, ensuring high satisfaction.
- Exceeded sales targets by closing deals through customized solutions and effective relationship management.
- Converted leads into business opportunities through proactive cold calling and personalized offerings.
- Managed VIP client relationships, delivering tailored solutions to meet unique needs.
- Built long-term client relationships, driving repeat business and customer retention.

Telesales Consultant | 2015-2016

RHB Bank

- Drove revenue growth by cold calling existing and potential customers to upsell financial products.
- Exceeded sales targets for Cash on Call and Balance Transfer facilities through effective pitching and relationship building.
- Analyzed customer needs to recommend suitable financial solutions and credit facilities.
- Maintained high compliance standards and accuracy while processing telemarketing applications.

Sales designer | 2012–2015

Sci Kitchen Cabinet

- Transitioned to the interior design industry, leveraging sales expertise to sell home furnishings and design solutions.
 - Conducted in-depth customer consultations to understand their style preferences, needs, and budget.
 - Provided personalized design recommendations and coordinated product selections to close sales and achieve company goals.
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EDUCATION

Kaplan Higher Education Academy | Graduated 2024

Diploma in Digital marketing

LICENSES & CERTIFICATIONS

Meta Certified Digital Marketing Associate

Issued Jan 2026 · Expires Jan 2028

EF SET English Certificate 74/100 (C2 Proficient)

Issued Oct 2025

EXPERTISE

- Customer Needs Analysis
 - Relationship Building
 - Digital Sales Communication (Chat & Call)
 - Negotiation & Closing
 - Solution selling
 - Behavioral Sales Techniques
 - Marketing strategy
 - Target Achievement
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REFERENCES

Available upon request
