



YAYUN WANG

Tech Sales Specialist | Digital Marketing & Revenue Growth

About me

Results-driven Sales & Marketing professional with a strong track record in driving revenue growth within the SEA tech sector. Currently optimizing advertiser portfolios at TDCX, consistently recognized as a Top Performer for exceeding targets and maximizing ROI. Leveraging fluency in Chinese, English, and Thai, I excel in cross-border client management and strategic negotiations. Passionate about delivering measurable impact in fast-paced tech environments.

Education

- Wenzao Ursuline Uni. of Languages
Bachelor of Arts, Department of English
- Thammasat University
Exchange, Faculty of Political Science

Skills

- Meta Ads Manager & CRM
- Tech Sales & Revenue Growth
- Performance Marketing & ROI Optimization
- Client Relationship Management
- Data Analysis & Insight-Driven Strategy
- Stakeholder Communication & Negotiation
- Cross-Cultural Communication & Adaptability

Languages

- Chinese: Native or bilingual proficiency
- English: Full professional proficiency
- Thai: Professional working proficiency

Work Experience

Tech Sales Specialist

TDCX (Meta Project)

JUL 2025 - present

- Managed a portfolio of more than 500 advertisers, achieving a 30% increase in quarterly revenue
- Recognized as the top revenue contributor for Q1 2026, exceeding sales targets by 60%
- Built strong client relationships and influenced decisions

International Affairs Student Assistant

Office of International Affairs, NSYSU

2022 - 2025

- Supported international programs and stakeholder engagement.
- Coordinated exchange programs & study tours with global partners.
- Assisted large-scale events and cross-team execution.
- Supported marketing, communications, and guest relations.

Administrative & Student Success Coordinator

Jason Education

2019 - 2021

- Supported client-facing operations and coordination.
- Assisted onboarding, engagement, and service delivery processes.
- Acted as liaison for client communication and issue handling.
- Supported retention and relationship management activities.