



YINGYING SUN (SPR)

CONTACT

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EDUCATION

July 2011

Master of Professional Accounting

University of Wollongong,

Australia

July 2008

Graduate Certificate in Business

University of Wollongong,

Australia

June 2006

Diploma

He Nan Police Academy, China

CERTIFICATIONS

- Meta Certified Media Buying Professional, 2024
- TDCX Certified Coach Silver, 2024
- AOPrian of the Month (project), 2019
- Top Performer (program), 2019
- Top Producer (program), 2018

LANGUAGES

PROFESSIONAL SUMMARY

Knowledgeable Team Lead. Led teams with focus on achieving goals and improving processes. Demonstrated leadership in project management and team collaboration. Utilized problem-solving and communication skills to drive success. Utilizes effective communication to motivate and guide teams. Track record of implementing strategies that enhance team performance and productivity.

SKILLS

- Teamwork and collaboration
- Attention to detail
- Team supervision
- Coaching and mentoring
- Documentation and reporting
- Quality improvement
- Problem-solving
- Team motivation
- People management
- Work Planning and Prioritization
- Analytical thinking
- Leading team meetings

WORK HISTORY

October 2021 - Current

Team Leader, TDCX, Singapore

- Managed up to 15 team members across different markets such as China, Hong Kong, Taiwan, Korea and Japan.
- Managed different level programs such as Core, Accelerate and Agency.
- Set performance expectations for teams, monitoring progress towards goals and providing constructive feedback as needed.
- Empowered team members by delegating responsibilities according to individual strengths and areas of expertise.
- Developed team members' skills through targeted coaching sessions, resulting in improved individual performance.
- Maintained an inclusive and diverse team culture, promoting respect and understanding among all members.
- Collaborated with other department leaders to establish shared goals and ensure alignment across teams.
- Evaluated team member performance against established objectives

Chinese (Mandarin)



Bilingual or Proficient (C2)

English



Upper intermediate (B2)

Chinese (Cantonese)



Elementary (A2)

during regular reviews, offering praise for achievements or identifying areas requiring further development.

- Provided ongoing support to direct reports, addressing concerns or questions promptly so they could remain focused on their tasks.
- Assisted in recruitment to build team of top performers.

June 2018 - October 2021

Marketing Expert, TDCX, Singapore

- Managed 150 clients quarterly and up to 15 successful calls per day.
- Increased brand awareness by developing and implementing strategic marketing campaigns.
- Analyzed market trends to identify new opportunities for business expansion and product development.
- Mentored junior marketing staff members in best practices and professional development opportunities.
- Managed marketing budgets, ensuring cost-effective allocation of resources for optimal results.
- Evaluated campaign performance using data analytics tools, refining strategies based on insights gained.
- Optimized digital advertising channels such as Facebook Ads, resulting in increased conversions rates and ROI.

March 2014 - May 2018

Marketing Manager, Oriental Employment Pte Ltd , Singapore

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Developed and implemented marketing strategies to use for launches, rebranding campaigns and promotions.
- Implemented data-driven marketing strategies, utilizing analytics tools to track campaign success and refine tactics as needed.

April 2012 - December 2013

Front Desk Manager, Southeastern Chinese Restaurant, Sydney, Australia

- Greeted visitors and customers upon arrival, offered assistance, and answered questions to build rapport and retention.
- Responded to telephone, email and in-person inquiries regarding reservations, hotel information and guest concerns.
- Oversaw daily cash reconciliations, maintaining accurate financial records for the front desk department.