

CAYLA YONG

ASIA BUSINESS DEVELOPMENT HEAD



Results-driven sales and client relationship professional with a proven track record of exceeding targets and driving revenue growth. Adept at building strong relationships with clients and providing exceptional customer service. Skilled in consultative selling, negotiation, and strategic account management.

A reliable, dynamic person, able to work in a fast paced environment, flexible, willing to accept challenges and feedback from others, passionate about travelling and learning more of different cultures.

- caylayong96@gmail.com
- +60162740366
- <https://www.linkedin.com/in/cayla-yong-191a6a14b/>

SKILLS AND TOOLS

- Jira
- Scrum
- Data Analysis, Design Thinking
- Project Management
- SaaS & CRM, Lead Generation
- Full Sales Cycle & SDLC
- Data Scraping
- Business Analytics
- Change Management
- Agile Foundations

RELEVANT EXPERIENCE

English<>Cantonese/Mandarin Medical Interpreter

Future Group

Cairo, Egypt | December 2019 - Now

- Followed clients' instructions and managed the flow of the call without taking over.
- Maintained composure and remained calm and professional in all situations.
- Expanded vocabulary and glossaries constantly.
- Consistently achieved high QA scores in both interpretation and customer service
- Filed incident reports and followed up where applicable.

REGIONAL BUSINESS DEVELOPMENT HEAD (MALAYSIA & SINGAPORE) - GLOBAL VENTURE PARTNERS PVT LTD

London, United Kingdom | November 2021 - December 2022

- Provide market analysis and research, client documents preparation, approach assets on behalf of clients, lead business calls.
- Manage clients projects M&A origination, introduced 29 assets to our clients, Rentokil Initial PLC for M&A opportunities.
- Part of an international team, lead calls with business owners in different timezone and in different countries, works under a company under 30 people over 20 countries.

EDUCATION BACKGROUND

Bachelor's Degree in International Business Dual Degree from France & Malaysia

- L'Expertise Paris - IPE Management School Paris - Paris Business School

CERTIFICATIONS

- SQL - Code Academy
- Allianz Employee Ambassador
- Fundamentals of Digital Marketing - Google Garage
- Emergenetics International Marketing Program - US
- Linked-in Courses- AI Trends, Machine Learning, Project Management, Transition Management for Agile Environment, Sales Management Courses, Budget Development, Transition Management etc.

LANGUAGES

- English - Native & Bilingual
- Mandarin - Native & Bilingual
- Cantonese (Dialect) Native
- Hokkien (Dialect) - Native & Bilingual
- Bahasa Melayu - Professional
- Turkish - Beginner

INTERESTS AND HOBBIES

- Travelling
- Cooking
- Painting
- Outdoor activities
- Foreign languages

BUSINESS ANALYST - ALLIANZ MALAYSIA

Kuala Lumpur, Malaysia | December 2020 - November 2021

- Define configuration specifications and business analysis requirements on projects or enhancements.
- Perform quality assurance on projects and enhancements.
- Generating reports on UAT testings and alerting requirements from users to product owners and project managers.
- Identify and document current business processes, workflows, and pain points.
- Analyse data to identify trends, patterns, and insights that inform business decisions.
- Knowledge of industry-standard analysis methodologies and tools (e.g., Agile, SDLC).

DIGITAL/MARKETING SPECIALIST - VNETWORK SYSTEM

Kuala Lumpur, Malaysia | February 2020 - December 2020

- Oversee and develop marketing campaigns
- Create promotional activities internally and externally in the market
- Rebrand and manage company profile on social media
- Copywriting, generate email contents for all customers on a weekly basis
- Generate new ideas to improve sales within the company.

SENIOR BUSINESS PROCESS ANALYST - ACCENTURE PLC

Kuala Lumpur, Malaysia | September 2017 - February 2020

- Have the ability to interpret and apply complex policies of the projects to content and apply without bias.
- Generate new ideas and leads that will improve the quality of the projects.
- Help improve the business processes and create more automation and gather information for the system.
- Enforce guidelines and policy and the projects so that it does not violate the trust and safety environment.
- Coordinate other teams with their work and managing different teams.

PERSONAL LOAN BANKER - RHB BANKING GROUP

Ipoh, Malaysia | January 2017 - September 2017

- Acquire and build a strong network of customers in the consumer segments.
- Create marketing ideas and events to boost the company's sales and recognition.
- Achieve individual sales target of per quarter est (200K+ Euro).
- Recommend & implement solutions based on the needs of customers.