

CHIA JIANG HUI, ELGAN.

PROFILE

Sales operations and business growth professional with experience leading commercial initiatives, improving team execution and translating performance data into action.

Progressed at Vista Musical Instruments from sales support to Sales Operations Lead with a formal promotion in August 2025. Combines analytical capability with hands-on market, campaign and customer experience expertise.

300%

Faster customer response

YoY

Online sales contribution

2

Regional markets activated

Grade 8

Electric guitar · Distinction

01 PROFESSIONAL EXPERIENCE

Sales Operations Lead (Promoted Aug 2025)

Aug 2025 – Present

VISTA MUSICAL INSTRUMENTS

- Led sales execution across Singapore, Malaysia and Indonesia through one-to-one coaching, performance reviews, schedule planning and escalation support.
- Increased the sales team's contribution to total online sales year over year and introduced an exception tracker to recover missed sales opportunities.
- Initiated boutique-guitar sales programmes in Indonesia and Malaysia, including proactive customer outreach to support regional growth.
- Initiated and executed the M&D promotion, generating approximately US\$10,000 in campaign-period sales.
- Supported Swee Lee Singapore's Instagram Live Selling pilot, contributing to S\$5,523 in sales from 718 viewers, 24 enquiries and 11 closed orders.
- Coordinated the regional Boutique Guitar launch with Marketing and operational teams, improving appointment and purchase journeys across Swee Lee markets.
- Reviewed online inventory and market pricing, recommending price adjustments and direct-selling actions for ageing stock.

Sales Support Specialist

May 2023 – Aug 2025

VISTA MUSICAL INSTRUMENTS

- Managed regional sales operations across Singapore, Malaysia, Indonesia and Vietnam, including monthly commission processing, exception resolution and split-sales coordination.
- Developed sales policies, workflows and employee-feedback channels to strengthen execution, operational consistency and communication with senior management.
- Prepared and analysed monthly sales and customer-loyalty reports to support commercial decisions.
- Implemented the Sell-or-Trade programme, briefing retail teams and supporting more than 1,000 customer requests.
- Conducted market research to identify growth opportunities across new and existing regional markets.

CORE STRENGTHS

- Sales Team Leadership
- Revenue & Commission Growth
- Sales Operations
- Campaign Execution
- Market Expansion
- Policy & Process Design
- Performance Reporting
- Customer Experience

TOOLS

Microsoft Excel, Word & PowerPoint
Shopify
Omnichannel Sales Operations
Generative AI: ChatGPT, Claude, Kimi K & DeepSeek

LANGUAGES

English and Chinese — written and spoken

SELECTED CREDENTIALS

Grade 8 Electric Guitar
Trinity College London · Distinction

Bloomberg Market Concepts
2016

Excel in Customer Service
Centre for Management Development · 2019

02 PROFESSIONAL EXPERIENCE — CONTINUED

Sales Support Associate

May 2022 – May 2023

VISTA MUSICAL INSTRUMENTS

- Improved customer response efficiency by 300% while delivering a seamless omnichannel experience.
- Resolved product enquiries and built strong relationships through responsive, solutions-oriented service.

Intern

Oct 2017 – Feb 2018

OVERSEA-CHINESE BANKING CORPORATION (OCBC)

- Conducted system testing and validated extracted data for accuracy.
- Created Microsoft Excel macros to streamline data-verification processes.

03 EDUCATION

Bachelor's Degree in Business Management

University of Birmingham, United Kingdom

Sep 2020 – Nov 2022

Diploma in Financial Informatics

Singapore Polytechnic, Singapore

Apr 2015 – Apr 2018

04 AWARDS

- Goh Chok Tong NextGen Outstanding Student Leader Award · 2014
- Edusave Scholarship · 2013
- Edusave Certificate of Academic Achievement · 2014
- EAGLES Award · 2014

05 LEADERSHIP EXPERIENCE

Vice-President, Guitarist Club

SINGAPORE POLYTECHNIC

Organised events and concerts, while mentoring and training freshmen and junior members.

Quartermaster, Guitarist Club

SINGAPORE POLYTECHNIC

Maintained club equipment and conducted beginner guitar workshops.

School Team Captain, Badminton

MANJUSRI SECONDARY SCHOOL

Represented the school in East-Zone tournaments and motivated team members.

Prefect Executive Committee

SCHOOL LEADERSHIP

Collaborated with teachers on school-wide events and supported team discipline and accountability.

GRADE 8 ELECTRIC GUITAR · DISTINCTION

Trinity College London

References available upon request

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