

DARREN YAP CHEE KIANG



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EXECUTIVE SUMMARY

Hands-on leader with an extensive event, logistics management, and retail experience. Resourceful team-player who is still able to think on his feet during moments crisis with exhaustive preparations. Strong passion for creating avant-garde experiences.

SKILLS

Retail Management • Customer Service • Leadership • Event Management • Logistic Management • Crisis Management • Budgeting & Financial Keeping

ACADEMIC BACKGROUND

BACHELOR OF BUSINESS
(HONOURS) INTERNATIONAL
BUSINESS & MARKETING
| May 2016

Taylor's University Lakeside
Campus

Earned a CGPA of 3.35 • Tertiary
Merit Scholarship 2013 recipient

LANGUAGES

English • Chinese • Malay

WORK EXPERIENCE

ASSISTANT STORE MANAGER |
WATSON'S PERSONAL CARE STORES PTE LTD | SINGAPORE

Dec 2016 – Current

Delivers excellent customer service (Ave. mystery shopper result: 92.25%), drive sales through product layout and overall store appearance, executes loss prevention and shrinkage program (Ave. stock take result: 0.13%), operated alongside management as supervisory staffs.

RETAIL CLERK | ROCK HARBOR LODGE | MICHIGAN, US

Jun-Sep 2016

Managed cash register, upheld store outlook and service standards while highlighting the National Park Service Centennial collection. Dramatically increase sales by 25%.

MARKETING INTERN | MONDELEZ MALAYSIA

Jan-Mar 2015

Supported re-packing exercise between agencies and sales team for Cadbury Dairy Milk. Assisted in coordinating events for new Marvellous Creations product launch. Managed new product development tracking, documentation and brand social media with numerous digital agency.

EXTRA-CURRICULAR ACTIVITIES

Sky Adventure Club President 2013/2014

- Steered the club to receive the SEC Awards 2013 (awarded by Talent Corp) & the Best Club Awards 2014 (awarded by Taylor's).

Taylor's University Orientation Leader 2014-2015

- Worked collaboratively with a team of 65 senior students & the university to assist 5000 new students annually in transitioning to university life during orientation.

Organizing Chairperson of Adventure Race 2014

- Successfully organized a 4-day cross-state treasure hunt competition for 60 participants which ended with a public closing ceremony at One City Mall.

Logistics Coordinator of INKED 2015

- Acquired materials, venues, manpower, & equipment to carry out a month-long campaign to raise awareness about Verbal Bullying in Taylor's University.