



# Hou Hin Tsang

(Recently moved to Paris)

A result-oriented store manager with 5 years of experience in the luxury industry

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Basic)

English (Fluent)

Chinese (Native)

## About

Eager to get into the business analysis métier in the luxury industry, and open to any opportunities related to Retail-related Project Management (e.g. CRM, Client Engagement)

A result-oriented individual with 5 years of experience in the luxury industry, and extensive insights on Asian consumers and market trends especially of Chinese consumers

An energetic and motivated team manager

Equipped with a strong mathematical and rich international background

### BRANDS WORKED WITH

Burberry

CELINE

RIMOWA

## Experience



### Assistant Store Manager

RIMOWA | Apr 2021 - Aug 2022

First-in-charge of a newly opened store, oversaw a team of 9 sales associates

Fully in charge of all the pre-opening operations (incl. hiring, opening operations, new staff training)

Coached the team to deliver excellent customer service and hospitality via efficient uses of CRM and client book in order to nurture and grow client relationships

Achieved the best of the 7 CRM KPIs results in Greater China by analysing CRM data and building up strong techniques within the team to provide personalised client engagement activity

Built up a strong client base and acquired over 15 VICs in the first 5 operating months (during COVID) by maximising the total amount in each sales opportunity

Enhanced individuals' sales performances by reviewing their KPI reports and providing corresponding solutions (i.e. specific and targeted training)

Obtained the best sales KPIs, such as UPT, SPT, Conversion Rate% and Hit Rate% (higher than pre-COVID) among all stores in Macau since store opening in July 2021



### Supervisor

RIMOWA | Jan 2020 - Nov 2020

Supported Store Manager on daily operations of all departments (incl. Visual Merchandising, Training and CRM)

Represented the Macau team to participate in a new system (CEGID) Implementation training and hosted local training to all staff

Conduct sales reports to monitor store's performance on both weekly and monthly basis

Worked with Store Manager regularly to set action plans and team goals to ensure the level of team motivation, in particular during COVID restrictions, also manage branding and operations that exact RIMOWA standards

Led all training sessions on new product launches and service excellence

Fully in charge of daily stock management and forecasts, as well as for special occasions (i.e. Golden Week, Chinese New Year)



### ● Supervisor

Burberry | Nov 2020 - Apr 2021

Oversaw 13 sales associates and six categories, monitoring performance, conducting weekly action plans to help the team to achieve sales targets

In charge of store incentive games to maximise sales opportunities and team motivations

Won the top outerwear store in the APAC zone by creating a unique in-store experiencing showroom

Conduct weekly observation reports and provide individual coaching on client services in order to maintain the brand's standard

Increased sales of Handbags by 40% through strengthening confidence in Handbag selling with coaching and best practice sharing

Aided to minimise the % of stock lost by almost 10% through conducting house rules and rearrangement of stockrooms

Assisted in the pre-opening operations of Asia's first "The World of Olympia" pop-up in 2021



### ● Senior Sales Associate

RIMOWA | Jun 2019 - Dec 2019

Supported Store Manager on daily operations of all departments (incl. Visual Merchandising, Training and CRM)

Represented the Macau team to participate in a new system (CEGID) Implementation training and hosted local training to all staff

Conduct sales reports to monitor store's performance on both weekly and monthly basis

Worked with Store Manager regularly to set action plans and team goals to ensure the level of team motivation, in particular during COVID restrictions, also manage branding and operations that exact RIMOWA standards

Led all training sessions on new product launches and service excellence

Fully in charge of daily stock management and forecasts, as well as for special occasions (i.e. Golden Week, Chinese New Year)



### ● Sales Associate

CELINE | Jan 2018 - Mar 2019

Achieved over 100% of overall individual sales target

Responsible for LG stock control and replenishment orders as well as analysis of sales figures and propose strategies to increase sales of LG for Macau Galaxy store

Increased Cross-selling % of Leather Goods with other categories to 15% by setting up different display trays and total look inspirations tailored for our LG collections

In charge of product repair cases (both stores' and customers') by applying for claims on ITACOM and following up on the cases

## Education & Training

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2016 - 2017

### ● University of Warwick

Master of Science, Innovation & Entrepreneurship

2013 - 2016

### ● University of Warwick

Bachelor's Degree, Mathematics, Operational Research, Statistics & Economics

2011 - 2013 ● **Lucton School**

Advanced Level Qualifications, Mathematics, Further Mathematics,  
Chemistry, Physics, Economics

2009 - 2011 ● **Lucton School**

General Certificate of Secondary Education,