



Sin Wei

International Sales Executive

📍 London, UK

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Languages

Mandarin (Native)

English (Native)

Indonesian (Native)

About

5+ years in the coordination of technical and creative teams in B2B and B2C service delivery roles, most recently as supervisor of an 80-technician technical team for Apple, and formerly as production coordinator of a team of creatives with an animations house serving corporate clients including Microsoft, HBO and Apple News Daily. Brings additional 'people' settings experience from contract roles as trainee recruitment consultant with Robert Walters and sales support executive for a digital start-up. Now completing an MBA in the UK and seeking a next-step role within a 'people' / talent management setting. Fluent Mandarin & English. Able to work without sponsorship in the UK for 2 years under post-study work visa.

BRANDS WORKED WITH

Alpadia Language School (Kaplan)

Apple Retail

Bravo Ideas Digital Corporation

Next Animation Studio

Robert Walters

Experience

● International Student Advisor Summer Intern

Alpadia Language School (Kaplan) | Jul 2023 - Aug 2023

- Assisted International students from various countries in navigating the process of adapting to life in the UK and the nuances of the English Language, achieved a 98% satisfaction rate from clients, reflecting exceptional guidance and support.
- Supported students in their academic and cultural adjustment, offered 1on1 counselling sessions addressing individual queries.
- Played a pivotal role in creating an inclusive and welcoming environment, promoting interaction among students from diverse backgrounds, proficient in understanding diverse cultural norms.

● Team Supervisor, Genius Admin / Technical Support

Apple Retail | Apr 2019 - Aug 2022

● Team Supervisor, Genius Admin / Technical Support

Apple Retail | Apr 2019 - Aug 2022

- Landed my then dream role combining my enjoyment of people coordination with my great interest in the Apple approach.
- Oversaw/supervised (as one of four shift coordinators) the technical repair operation of a team of 80 'Genius bar' technicians in Apple's flagship Taiwan store, from store launch.
 - Managed and constantly monitored a volume of ca. 200 bookings/day (with an average 5% no-show rate) including 'overflow' (walk-ins) to strict customer service standards, thresholds and deadlines – a customer 'net promoter score' satisfaction target of >75%, 60 mins iphone repair time and a 5-minute customer wait time.
 - Ensured smooth operation across the four key elements – customers, team, stock and schedules – responding with workarounds to any on-the-day issues to maintain standards.
 - Delivered 3 x New Product Introduction (new model release) events – adjusting tranches of bookings and in-store customer flow to accommodate the surge in volumes while still ensuring a to-standard repair service.
 - Co-created and personally delivered training for new store recruits (batches of 20 x 3 times/year) that delivered more consistency of knowledge on the shop floor, and provided informal 'soft' skills coaching and support to technicians and formal feedback via their direct line.



● Recruitment Consultant

Robert Walters | Jan 2019 - Apr 2019



● Recruitment Consultant

Robert Walters | Jan 2019 - Apr 2019

Took this contract on return from my volunteering gap to gain more exposure to a people role in a different setting.

- Engaged in the full end-to-end recruitment process – from lead sourcing and cold calling to client meetings, candidate sourcing, preliminary interviewing and negotiation for roles in Supply Chain, Logistics and Procurement for clients in Food & Beverage, Retail, FMCG, Electronics and Manufacturing.
- Co-organised a careers training event, briefing candidates on recruitment skills including interviewing, differentiation.
- Met all recruitment targets from week 2 on – including 30 candidate calls/day, 5 x CVs/role/client/day x 5 clients and 10 qualifying new business leads per week, maintaining regular, positive contact and information flow.



● Production Coordinator

Next Animation Studio | Mar 2017 - May 2018



● Production Coordinator

Next Animation Studio | Mar 2017 - May 2018

Based in the US, Next provides animation videos for corporate clients – from passenger safety videos for airlines to famous vlogs on current affairs in Asia for online news sites. My main role was one of coordination between clients and creatives.

- Facilitated production of 5-6 client jobs/day as key intermediary between clients and creatives – taking requirements from journalists plus corporate marketing teams and briefing, schedule planning and negotiating with creatives (animators, copywriters, story boarders, and pre-and post-production), including some offshore, and managing the iterative process until approvals, to tight deadlines.
- Engaged with, advised and developed several campaigns for 5 key clients directly – Microsoft (internal training video), Apple Daily News (current affairs vlogs), EVA Air (passenger familiarization video) HBO and Discovery (animation promotions for both TV and social media to trail both channels' arrival in Taiwan).
- Reduced from 120mins to 90 the average animation turnaround for major client's (Apple Daily News) multiple daily animation vlogs by setting up templates and by coaching clients on the level / nature of detail required to improve accuracy of briefings and production speed.

● International Sales Executive

Bravo Ideas Digital Corporation | Aug 2016 - Jan 2017

Education & Training

2022 - 2023

● University of Surrey

MBA,,

2015 - 2016

● Halmstad University

year),,

2014 - 2014

● Sungkyunkwan University

Exchange Programme,,

2011 - 2016

● Communication College, National Chengchi University

Bachelor of Arts,