



Wei-Huan Hsu

Building Bridges Between Asia, Europe, the UK, and the World

Glasgow, UK

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Languages

English (Fluent)

Chinese (Native)

Japanese (Work Proficiency)

About

With over four years of experience in e-commerce and Luxury retail, I am a passionate and creative professional who strives to deliver excellent results and satisfaction to my customers. As an E-commerce Project Supervisor at Ideal Engine Parts, I work with a diverse and dynamic team to provide comprehensive and customised solutions for online engine parts sales, including market research, product development, pricing, promotion, and distribution. I leverage my skills in commercial analysis, project coordination, problem-solving, and communication to identify and address the needs and challenges of our clients and to ensure the smooth and timely execution of our projects.

In addition to my expertise, I hold a Master of Science degree in Business and Management from the University of Strathclyde, and I am fluent in Mandarin Chinese, English, and Japanese. I am always eager to learn new things, to collaborate with different people, and to contribute to growth and success.

BRANDS WORKED WITH

Canada Goose

Changee coworking & incubator spaces

Ideal Engine Parts Co. Ltd

Experience

E-commerce Project Supervisor

Ideal Engine Parts Co. Ltd | Dec 2019 - Oct 2023

- Proficient in E-commerce ERP systems, managing 700+ SKUs, orders, shipping, return labels, and inventory for seamless account operations.
- Managed and grew 3 eBay and Amazon accounts exceeding \$1M+ in value while developing global distributors.
- Led a team of 3 to exceed annual revenue targets by 8% through strategic analysis and inter-departmental collaboration.
- Elevated client satisfaction from 97% to 99% by refining the client experience, utilising CRM and data analytics expertise.
- Successfully managed digital marketing campaigns (Remarkety) and A/B testing to mitigate negative community reactions.
- Monitored online competitors and applied SEO strategies for optimal performance.



Brand Ambassador, London flagship

Canada Goose | Oct 2017 - May 2019

- 1.5 years of work experience at a major luxury goods retailer, specialising in cross-cultural communication and Western market expertise.
- Exceeded sales targets, generating £2 million in annual revenue, and excelled in CRM to enhance client engagement.
- Achieved a 20% higher UPT rate than the store average and maintained exceptional customer satisfaction with a low 1% refund rate.
- Developed trust with 3 families as their personal shoppers and played a key role in building lasting client relationships.
- Conducted Cross-Cultural Sales Training to improve sales team communication with East Asian clients, enhancing satisfaction and loyalty.
- Demonstrated leadership by assisting colleagues in culturally sensitive complaint resolution and collaborated with Visual Merchandising teams to create an appealing in-store shopping environment.

Community Coordinator

Changee coworking & incubator spaces | Aug 2016 - May 2017

- Bridged B2B and B2C relationships while effectively delivering on the company's core values.
- Spearheaded business expansion and facilitated government funding applications for 2 partner organisations, driving their growth and financial stability.
- Orchestrated content management strategies for social media platforms and the official website, fostering heightened client engagement

and brand presence.

- Directed and supervised a team of 5 interns to successfully coordinate workshops for over 100 attendees, showcasing effective leadership and organisational skills.

Education & Training

- 2022 - 2023 ● **University of Strathclyde, UK**
Master of Science - MS, Business and Management
- 2011 - 2015 ● **Soochow University, Taiwan**
Bachelor's degree, Japanese Language and Culture