



Gemma Morris

Strategy Consultant

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Languages

- Mandarin
- Cantonese
- English

About

With extensive retail experience including greeting, client help, complaint handling, and inventory control, I bring strong customer service skills. Fluent in Mandarin, Cantonese, and English, I adapt quickly to diverse tasks and schedules, ensuring efficient sales support in any retail environment.

BRANDS WORKED WITH

- IMP Education
- MyTutor
- WildScotlandinAsia

Experience



● Strategy Consultant Intern

IMP Education | Jun 2023 - Aug 2023

- Assessed demand for IMP Education's products and services, identifying potential customer segments
- Conducted competitor analysis of data to develop strategies for differentiating IMP Education to gain a competitive advantage
- Conducted comprehensive market research across five East Asian countries; provided a detailed recommendation that projected 20% revenue growth potential within the first year of expansion.



● Academic Tutor

MyTutor | Jan 2023 - Sep 2023

- Gained certification as a tutor through rigorous online training to tutor GCSE English Language
- Raised 3 student's predicted grade by 30% over 3 months.
- Analyzed student's performance, pinpointed issues and created personalized study plans to increase performance

● Market Analyst Intern

WildScotlandinAsia | Jul 2022 - Aug 2022

- Aided in the creation of a sales plan involving selecting bars and restaurants that match the distributor's target
- Researched the drinks market potential in Singapore and the wider Asian market

Education & Training

2021 - 2024 ● KING'S COLLEGE LONDON

Bachelor of Arts,

2017 - 2021 ● Fettes College

International Baccalaureate Diploma,,