

Yu Ho  
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No visa sponsorship required.

## EXPERIENCE

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2024/4-2025/12

### **International Travel & Remote Projects**

-Immersed in 55 countries to observe diverse business environments and consumer trends.  
2023/10-2024/3-Prada London, UK

### **Sales Associate**

-Consistently achieved and exceeded sales targets through strong product knowledge and upselling techniques.

2022/10-2023/8-Shopee Pte. Ltd.

Philippines

### **Relationship Manager (FMCG Team)**

-Deep knowledge of **CRO** and A/B testing tools, leveraging analytics to drive measurable improvements in conversion performance.  
--Implemented and facilitated bi-monthly **CEO/COO** review for prioritization process of \$80M product development project portfolio.

2021/10-2022/10-CPT

Dubai, UAE

### **Business Development Executive**

-Directed financial planning and analysis for two global divisions with combined annual budgets exceeding **\$100M**, managing and mentoring a team of four.  
-Created a Five Year Plan and business model framework.

2020/8-2021/8-GOLIFE

Taiwan

### **Business Development Executive**

-Improved cross-functional coordination and resource planning, aligning top corporate initiatives with strategic objectives, reducing expenditures **10%**.  
-Re-engineered sales opportunity and pricing evaluation processes, increasing revenue by **25%** and accelerating approvals through the rollout of a single enterprise-wide procurement system.

## EDUCATION

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WENZAO URSULINE UNIVERSITY OF LANGUAGES

Taiwan

Foreign Language Instruction

## LANGUAGES

-Mandarin Chinese/English-Fluent  
-Dutch/Korean-B1  
-French/Japanese-A1