

Chenming Ma

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EDUCATION

- Master of Property and Development** Sept 2020 to Sept 2021
UNSW, Sydney, Australia
- Master of Commerce with specialization in Business Analytics** Sept 2019 to Sept 2020
UNSW, Sydney, Australia
- Marketing with concentration in Social Media and Web Analytics** Sept 2016 to June 2017
UCLA Extension, Los Angeles, California **GPA: 3.63**
- Bachelor's of International Business Administration** Sept 2013 to June 2017
Feng Chia University, Taichung, Taiwan **Third Year GPA: 3.9**

PROFESSIONAL EXPERIENCE

Commercial Sales Executive/ Asian Capital Investment Manager March 2020 to Sept 2021
Ralton Property Group, Sydney, NSW

- Participated in over \$40 million transactions in commercial and development property sectors.
- Specialized in feasibility studies in development lands based on existing DAs or hypothetical development scenarios.
- Experienced in appraising variety of commercial assets including industrial, office, retail and development sites.
- Strong understanding and comprehensive knowledge of the Sydney residential and commercial property market.
- Negotiated with local and oversea buyers and vendors in development site sales and acquisition.

Sales Manager Trainee

Indian Motorcycle Orange County Orange County, California March 2018 to June 2019

- Developed new sales and F&I techniques that generated additional revenue of \$25,000 - \$30,000 monthly.
- Accurately prepared all federal, state, and dealer paperwork related to the transaction and submitted it to the appropriate department efficiently.
- Worked alongside managers to gain familiarity with existing accounts and business operations.
- Monitored and analyzed competitor prices and products and reported market trends to managers.
- Maintain positive relationships with company's existing customers while building relationships to foster new business.

Sales Executive, Online Marketing Director

Mid-cities Motorsports Los Angeles, Californian Sept 2017 to March 2018

- Developed and managed social media campaign, initiating a 5-percent increase in web page viewers, a 230-percent increase in Facebook Reach, and a 20-percent increase in Instagram Followers, by using 2-percent of total monthly marketing budget.

Social Media Marketing Director

Apr 2017 to Sept 2017

Indian Motorcycle Orange County Orange County, California

- Trained entry employee on social media marketing, product knowledge, and adoption of business processes
- Successfully managed a good relationship with four vendors and suppliers
- Managed Facebook, Instagram, YouTube, Google Plus, and website accounts, increasing cross-channel likes, shares, mentions, and follows by 27%
- Create several social media campaigns via Facebook which reached more than 280,000 audiences
- Established the Facebook Shop and Online Shop via Shopify, and increase 4-percent in monthly apparel sales
- Assembled and analyzed sales, expenses, and website data(GA), developed quarterly marketing reports and delivered thorough quarterly analysis reports to upper management.

SKILLS

Real Estate

- Proficient in Archistar, CoreLogic Suite(RP Data, Cordell Connect)
- Frequent user of DA Trackers of different councils, NSW Planning Portal and Spatial Services
- Administrative Experience of realestate/realcommercial/domain/commercialrealestate.com.au
- Basic understanding of ARGUS EstateMaster

SAS Certification in Business Analytics

Awarded jointly by UNSW and SAS

Computer

- Proficient in CRM Software, Microsoft Office, G Suite (Word, Excel, PowerPoint, Outlook, Google Docs), Google AdWords & Analytics
- Proficient with social media platform (Facebook, Instagram, YouTube, Google+)
- Basic skill in picture and video editing (Adobe Premiere, Photoshop)

License

NSW Real Estate Agent License

Driver License (China/ Taiwan/ USA/Australia)