

PERSONAL DETAILS

Name : Josephine Chong Zhi Liang
Phone : (61) 4 2204 6578
Email address : Josephine.chong@student.bluemountains.edu.au
Languages : Fluent in English, Mandarin and Cantonese
Certification : Responsible Service of Alcohol (RSA NSW)
Computer Skills : Opera system, Protel system, Micros system and Microsoft Office

PROFESSIONAL EXPERIENCE

AHS ADVISORY (PART OF HORWATH HTL)

Junior Consultant **October 2017 and ongoing**

- Conduct market research and customise the relevant information based on the client's needs from a range of sources
- Capture data for use in models to generate projections which are used to evaluate the feasibility and effectiveness of clients' projects

SYDNEY HARBOUR MARRIOTT

Revenue Intern **October 2017 to March 2018**

- Solely in-charge of assessing the Marriott's Look No Further claims for Sydney Harbour Marriott and Courtyard Marriott North Ryde which effectively achieved cost savings of over \$10,000
- Generate reports from Marriott's proprietary systems to analyse the progress to budget, projections and forecasts and then develop strategies to drive revenue

ADINA APARTMENT HOTEL SYDNEY CHIPPENDALE

Front Office Receptionist **March 2017 and ongoing**

- Ensure smooth and efficient check-in and check-out processes for guests by use of Protel operating system
- Maximise revenue by converting room enquiries into bookings and upselling of rooms
- Handle guests' enquiries, resolve complaints and create surprises to deliver memorable experiences
- Perform room audits and work with other stakeholders to ensure that all aspects of a guest room are in acceptable condition

CENTURY ICE WONDERLAND PTE LTD (BUSINESS START-UP)

Manager

March 2015 to January 2016

- Develop customised business proposals for foreign investors and assess financial viability of the businesses
- Lead business negotiations on terms on collaboration which includes a potential A\$50 million deal with Thailand's Siam Motors Group
- Set up systems and guidelines to enhance work efficiency

SENTOSA DEVELOPMENT CORPORATION

July 2008 to January 2015

Manager, Island Investment

November 2011 till January 2015

- Oversee tenancy management which include renewal negotiations with business owners on a timely basis and business collaborations to improve business performance
- Conduct promotion and market testing of spaces to attract suitable investors
- Single-handedly manage the tender for appointment of panel of Marketing Agents with an estimated contract sum of A\$1 million

Assistant Manager, Sentosa Rangers

April 2010 to October 2011

- Create and align the Sentosa Security Masterplan to State framework and sought approvals at ministerial levels
- Secure A\$20 million of state funding for the building of islandwide security infrastructure systems
- Establish the Crisis Management Plan and the response protocols by coordinating the efforts of all departments and liaising with government agencies within 9 months

Management Associate, Island Operations

July 2009 to March 2010

- Coordinate the development of operational plan for the opening of Resorts World Sentosa (RWS), which required intensive collaboration with government agencies and that facilitated smooth operations for the record day visitorship of over 100,000 guests
- Secure approvals for the islandwide traffic management system

Management Associate, Marketing

January 2009 to June 2009

- Liaise and manage production companies and advertising agencies to ensure that collaterals are produced on time
- Co-lead project to commercialise marketing spaces on Sentosa island

Management Associate, Human Resources

July 2008 to December 2008

- Execute the entire recruitment process and interviewed over 160 candidates for Sentosa-owned attractions
- Single-handedly draft the HR handbook which details all policies and procedures

EDUCATIONAL QUALIFICATIONS

Masters in International Hotel Management

Year 2016 to Year 2018

Blue Mountains International Hotel Management School @ Torrens University

Bachelor of Business Management (Merit)

Year 2004 to Year 2008

Double majors in Management and Marketing by Singapore Management University

OTHER ACHIEVEMENTS

- Winner of Three Pillar Awards in Blue Mountains International Hotel Management School
- Student ambassador and member of Student Recreation Committee in Blue Mountains International Hotel Management School
- Experience in large-scale events, for example, as venue media supervisor for inaugural Youth Olympics Games
- Trained in official protocol and etiquette and hosted delegates in events like Asia-Pacific Economic Cooperation Leaders week

REFEREES

BLUE MOUNTAINS INTERNATIONAL HOTEL MANAGEMENT SCHOOL @ TORRENS UNIVERSITY

Senior Lecturer, Dr Rajka Presbury

rajka.presbury@laureate.edu.au

(61) 4 2134 1836

SENTOSA DEVELOPMENT CORPORATION

Security Director, Mr Lee Cheow Hiang

Lee_cheow_hiang@sentosa.com.sg

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