



SHELA YUEN

CONTACT

 <https://shela.site>

 shelayuen@gmail.com

 Vancouver, BC

EDUCATION

Diploma, New Media & Web Development

British Columbia Institute of Technology,
Vancouver, Canada

2023 May - 2024 Nov

Cumulative GPA: A (93/100)

(UX/UI, Web Development, Branding/Marketing,
Videography)

Master of Arts (Philosophy)

The Chinese University Of Hong Kong,
Hong Kong

2011 - 2013

(Ranked 6/669, Asia University Rankings 2023)

Exchange Program (HR, Humanities)

Ritsumeikan Asia Pacific University, Japan
2008

Bachelor of Business Administration (Marketing & Management)

The Hong Kong University of Science and
Technology, Hong Kong

2006 - 2009

Honours: Second Upper Division

(Ranked 7/669, Asia University Rankings 2023)

LANGUAGES

English (Fluent) (IELTS 8.0)

Cantonese (Native)

Japanese (N1 level)

Mandarin (Fluent)

CAREER GOALS

To create great work with new perspectives, bring values to people, solving problems and create a slightly better world one step at a time.

WORK EXPERIENCE

Assistant Manager, Business Development

Manulife (International) Ltd, Hong Kong

Aug 2021 - Mar 2023

- Managed the Hong Kong Insurance Agency Force sales channel
- Organized interesting sales and marketing campaigns to incentivize agents
- Pitched Manulife's pension products to Corporate Clients
- Trained and provided sales support to over 600 insurance agents
- Held IIQE insurance licenses (1, 2, 3, 4, 5)

Senior Financial Planning Manager

Manulife (International) Ltd, Hong Kong

Mar 2016 - Mar 2021

- Achieved three consecutive years of MDRT qualification (2017, 2018, 2019)
- Provided professional personal insurance and investment planning
- Developed unique visual sales aids to enhance client understanding
- Managed client inquiries and requests for insurance policies
- Identified group medical and MPF business opportunities
- Led recruitment, mentoring, and supervision of 4 mentees and subordinates
- Held IIQE insurance licenses (1, 2, 3, 4, 5)

Customer Relationship Manager

Hang Seng Bank, Ltd, Hong Kong

Feb 2014 - Sep 2015

- Identified new leasing opportunities for bank branches and ATMs
- Negotiated leases with business developers and landlords
- Managed tenancy of residential properties for private banking customers
- Held Real Estate license (salesperson)

Management Trainee, Property Division

MTR Corporation Ltd, Hong Kong

Jul 2009 - Jun 2013

- Conducted financial analysis and market research for mall acquisition in China
- Negotiated leases with tenants and prepared leasing contracts
- Managed property and tenancy in IFC malls and other MTR properties

SOFT SKILLS

Storytelling

Presentation

Selling & Negotiation

Project Management (Agile)

Leadership & Communication

Multi-tasking

Problem Solving

Critical Thinking



SHELA YUEN

TECHNICAL SKILLS & SOFTWARE

Website Development: Hand-coding (HTML, CSS, Javascript), Wordpress, SEO Optimization

UXUI: Wireframes and Prototyping (Figma) UX Research (Maze), Lean UX Research

Video Production: Editing (Adobe AfterEffects, Premiere & Audition), Storyboarder

Publication: Illustration (Adobe Illustrator), Print & Interactive Booklet (Adobe Indesign)

Photography: portraits, composite image production (Adobe Photoshop)

3D Modeling: Adobe Aero, Adobe Dimension, Mixamo, Autodesk Tinkercad

MS Office (Word, Powerpoint, Excel) & Mac equivalence (Pages, Keynote, Numbers), Canva

PROFESSIONAL AFFILIATIONS

- Million Dollar Round Table Membership (2017-2020) (Top 5% of Sales Personnel in Financial Industry)
- Insurance Advisor Licences, Hong Kong (Life Insurance, General Insurance, Insurance-linked Fund Products)
- Real Estate Salesperson Licence, Hong Kong

VOLUNTEER EXPERIENCE

2023 April - Volunteer as the "Chef teacher" to teach kids how to make pancakes and blueberry sauce, Marpole Family Place Preschool, Vancouver

TEACHING EXPERIENCE

2021-2023 - Training front-line insurance agents about the sales of Hong Kong's Pension Funds Products and Market updates during training workshops and their district meetings

PERSONAL PROJECTS

In progress:

- further advancement in Photography skills with Canon M6 Mark ii
- further advancement in iPhone Photography & Videography Skills
- Development of personal brand as a UXUI Designer with blogs, vlogs, Youtube channels and Instagram

Completed:

- 2013: opening and operating a small local shop selling household products in Hong Kong (shop closed)
- 2015: designing the interior fitting of a 2-bedroom apartment
- 2016: planning and execution of my own wedding
- 2020-2021: Cooking blog on Instagram
- 2015, 2019, 2023: home relocation projects, including international relocation