



CRISTYNE HUNG

Senior Buyer

 9295 5691

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 38 Anchorvale Lane, #06-35, S 544593

Key Expertise

- Category Management
- Procurement & Negotiation
- Financial Acumen
- Analytical Skills
- Communication & Relationship Management
- Inventory Management
- Ethical & Sustainable Practice
- Leadership & Team Management
- Product Development

Accomplishments

- Achieved a 70% sales increase in luxury timepieces and eyewear categories post-Covid.
- Reduced stock inventory by 40% through effective management strategies
- Successfully launched innovative product lines, enhancing market appeal and sales.

Professional Summary

Dynamic and results-oriented Senior Buyer with over a decade of comprehensive experiences in procurement, category management, and product merchandising. Proven track record of driving significant sales growth and optimizing inventory management across diverse product categories. Adept at building strategic relationships, negotiating favourable terms, and implementing process improvement to enhance operational efficiency.

Professional Experience

Assistant Purchasing Manager (APAC)

Heinemann Asia Pacific, Singapore, Sept 2021 – Present

Overseeing luxury timepieces and eyewear categories, driving sales and inventory management.

- Managed luxury timepieces and eyewear categories, achieving a 70% sales increase compared to pre-COVID levels.
- Mentored two assistant buyers, fostering their professional growth.
- Collaborated with category managers to gather product feedback and meet in-store demand.
- Utilized data dashboards for inventory monitoring, preventing stockouts and overstock.
- Coordinated with brands for timely product deliveries, ensuring no sales gaps during events.

Buyer (Travel Essential, SG & Msia) Lagardere Travel Retail, Singapore, May 2019 – Aug 2021

- Managed inventory with weekly and monthly sales forecasts, coordinating with supply chain, finance, and operations.
- Curated product assortments and analyzed sales data to enhance brand performance.
- Developed monthly promotional calendar for in-store discounts to increase sales.
- Created planograms, displays, and marketing materials for better product placement and visibility.
- Launched innovative products for "Discover Singapore" and "Taste of Singapore" lines, enhancing market appeal.

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Skills

➤ Technical

- Adobe Illustrator
- Adobe Photoshop
- Microsoft Office Suite
- Database Management
- Nav BC
- Power BI Crystal Report

Professional Development

Retail Buying
The Retail Academy of Singapore

Merchandising Planning
The Retail Academy of Singapore

Supply Chain Management
Coursera

Languages

- English (Fluent)
- Mandarin (Advanced)
- German (Basic)

Education

Bachelor of Arts in Fashion Design
LASALLE College of the Arts, U.K Open University
2009 -2010

Diploma in Fashion Design
LASALLE College of the Arts
2006 -2009

Professional Experience

Buyer (U.S Market Place), Yventure Group, Singapore, 2017 – 2019

- Identify, evaluate, and choose products based on U.S. market trends, consumer preferences, and competitive price analysis.
- Negotiate terms, contracts, pricing, and quality with vendors to maintain a competitive and profitable inventory.
- Coordinate purchase orders, manage production schedules for product development, and ensure timely logistics delivery.
- Analyze product lifecycle to align stock levels with demand forecasts, preventing overstock or stockouts.
- Work with the marketing team to match product offerings with campaigns, SEO strategies, and promotional activities.
- Collaborated on crowd-funding initiatives with companies like Fair Leather & Co. and Tocco Toscano to launch new handbag products.

Product Manager (APAC & Africa), Bata Shoes Pte Ltd, Singapore, 2015 – 2016

Achievement: *Sales Excellence: Attained 80% of the total regional sales at the Q2-16 SRM meeting in China, significantly surpassing the previous year's Q2-15 results.*

- Spearheaded the management of the handbags and accessories categories, overseeing sell-through analytics, regional bestsellers, product development, buyer engagement, country-specific needs, and promotional strategies.
- Successfully developed handbags and accessories SKUs that catered to country-specific consumer demands, leading to an annual regional turnover exceeding USD 500,000.
- Proactively engaged in trend analysis and competitive pricing benchmarks within the handbags category, enhancing product positioning and pricing strategy.
- Represented the handbags and accessories lines in international buyer meetings, showcasing product innovation and market fit.
- Managed the lifecycle of product SKUs, from development timelines to the creation of collection blueprints, ensuring timely and effective product introductions.
- Strategically planned the growth of the handbags category across various regions and countries, tailoring approaches to local markets.
- Conducted monthly reviews of sales and category performance across different countries, gaining insights into customer preferences for new designs and requirements, thereby refining product offerings.
- Coordinated with regional buyers to synchronize marketing plans for new product launches and promotions, maximizing market impact and consumer engagement.

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References

Justin Leong
Category Manager
Vanguard Interior Pte Ltd
9028 4956
JustinLeongCM@gmail.com

Tiffany Tan
Demand Planner
Louis Vuitton
82285992

Professional Experience

Assistant Buyer (E-Commerce) Joobz International Pte Ltd, Singapore, 2014 – 2015
Handled 98 luxury brands and four categories: Ladies Apparel, Ladies Shoes, Handbags and Fine Jewelleries.

- Ensured seamless product launches across online and retail, maintaining brand consistency.
- Monitored category performance, addressing deviations from goals.
- Conducted seasonal sell-through analysis to adjust budgets and strategies for inventory optimization.
- Managed purchase order lifecycle for operational efficiency.
- Analyzed competitor pricing on e-commerce platforms to inform pricing strategy.
- Collaborated with suppliers for timely delivery, with weekly inventory updates.
- Orchestrated strategic markdowns and promotions across all outlets.
- Enhanced online sales with high-impact product displays.
- Partnered with IT for SEO and site functionality improvements; updated editorial content weekly with marketing.
- Coordinated with marketing and design for social media content and product launches to increase visibility.

Assistant Merchandiser and Product Designer, Active World Pte Ltd (Bonnia Group)
2011 – 2014

Achievement: *Developed the A/W 2013 handbags collection, which sold out in 2 weeks following a collaboration with the renowned Korean POP group "Girls' Generation". This partnership resulted in high demand for restocking, boosting sales by 85% that season.*

- Planned seasonal buying budgets by analyzing sales performance, stock levels, and allocating stocks to stores.
- Collaborated with visual merchandisers to optimize product display for sales enhancement.
- Analyzed bestsellers to maximize their market potential.
- Monitored slow-moving products, implementing markdowns and promotions to boost sales.
- Reviewed sell-through reports to compare past and current season sales, informing product line decisions.
- Ensured production quality and managed stock distribution, negotiating costs, orders, timelines, and contract terms.
- Tailored merchandising profiles per store based on feedback analysis.
- Regularly evaluated sales KPIs to develop strategic action plans like consolidation and re-ordering.