

# Natalie Leung

Hong Kong SAR | Remote | Hybrid

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## About me

I am a seasoned sales specialist with over a decade of experience in creative and technology industries for global brands in contemporary art, collectible design, fashion, e-commerce and retail.

A multi-lingual Hong Kong native with a global outlook. I am an entrepreneurial and results-oriented team player with a proven track record as a top sales performer, a team leader.

## Professional qualifications

Intro to Human-Centred Design, Acumen Academy x IDEO (March '23). Certified Personal Trainer, NASM (June '23).

## Leadership

Demo Days (Founder); More Good (Volunteer Lead); Midnight Runners Hong Kong (Captain).

## Languages

- English (Native)
- Cantonese, Mandarin (Professional Fluency)
- French (Conversant)

## Work Visas

Eligible to work full-time in Hong Kong SAR and Canada. Pending application for British National (Overseas) work permit.

## Professional experience

SALES DIRECTOR ASIA, STUDIOTWENTYSEVEN (*July '23 - current*).

STUDIOTWENTYSEVEN represents contemporary, iconic and limited edition collectible design with galleries in Miami, New York and soon, in London.

- Responsible for developing new client base of interior designers, architects and real-estate developers in Asia-Pacific
- Maintaining current client portfolio of 20+ key accounts
- Creating opportunities for brand alignment and strategic partnerships within the arts, technology and luxury sectors

SENIOR PARTNERSHIPS MANAGER / SALES REPRESENTATIVE. ASIA-PACIFIC, ARTSY (*Jul' 18 - Oct' 22*).

Artsy is the world's largest online marketplace for contemporary art with more than 4,000+ leading galleries, auction houses, art fairs across 190 countries. Its mission is to expand the art market and support more artists in the world.

- Delivered US\$ 3.5M+ in annual recurring revenue (ARR), and onboarded 250+ new gallery partners to monthly subscriptions business,
- Holistic sales approach focused on long-term planning for key strategic gallery partners with the goal to maximise their exposure across the marketplace, leveraging their exhibitions, artists and artworks across marketing, social media channels, and upselling clients on year-round advertising opportunities,
- Opened up new additional sales channels by forming strategic partnership with key institutions in the ecosystem including M+, Hong Kong and Taiwanese Galleries Associations, Creative Victoria, Tatler Asia amongst others,
- Hosted talks on topics such as The Digital Transformation of the Asian Art Market, Pre- and Post- Covid Art Market Trends, Social Media Best Practices for Art Galleries with over 100+ gallery directors and key stakeholders in attendance,
- Individual and group sales coaching, mentorship, and creation of training materials for 12 junior sales team members across NALA, EMEA and APAC,
- Engaged existing gallery partners towards better use of the marketplace, educating and supporting them on e-commerce best practices such as transparent pricing, response times, online curation, digital presentations of artworks and online viewing rooms catalogues, and more

RETAIL MANAGER AND TEAM SALES LEAD, GRANA (*Aug' 16-Apr'17*).

Grana is an e-commerce fashion startup based in Hong Kong. By offering the world's best quality fabrics at disruptive pricing, Grana aims to revolutionise the fashion industry.

- Opened the brand's first permanent flagship omni-channel store, the first of its kind in Asia
- Responsible for hiring, training and managing 12 sales associates with individual and team sales targets including basic brand and sales training, career development and coaching, workplace issues, and more
- Creation of sales training materials and operational manuals for the retail store including opening and closing SOPs, cash management, sales reporting, warehouse logistics, client requests forms etc.

## Professional experience

RETAIL MANAGER AND TEAM SALES LEAD, GRANA (*Aug'16-Apr'17*).

- Led in-store marketing promotions and events including mini-activations on a daily and weekly basis to drive foot traffic, local artist collaborations, 30+ fashion influencer and press private events, and larger keystone events attended by 250+ brand fans and shoppers

SALES & MARKETING MANAGER, VOID WATCHES / 15SQUARESTREET (*Oct'12-Aug'15*).

VOID Watches and 15squarestreet are fashion accessory brands created by Swedish designers Alexis Holm and David Ericsson. Their in-house watch brands are sold at premium fashion and design retailers worldwide, as well as in their own multi-brand retail concept based in Sheung Wan, Hong Kong.

- Developed & maintained wholesale business - over 45 design watch & fashion distributors & retailers worldwide including MoMA, ASOS, Urban Outfitters,
- Opened over 15 new accounts & represented the brands at B2B trade shows e.g. SEEK Contemporary (Berlin), designjunction (Milan).
- Hired and oversaw duties of Asst. Wholesale Manager,
- Managed in-house public relations achieving placements in influential and well-regarded publications such as Dezeen, Wallpaper\*, Monocle, Design Milk, Selectism, Hypebeast, ELLE, Esquire & more.
- Created and managed 15squarestreet's digital properties including the e-commerce site. Drove online social engagement through campaigns such as contests, takeovers etc.,
- Held monthly block parties with beverage sponsors and regular attendance of around 100 fashion insiders and key influencers,
- Represented 15squarestreet in a panel talk : "The Small Things that Define a Brand" for Hong Kong Fashion Bloggers,
- Managed several key product launches including new squarestreet brand watches, limited edition men's and women's footwear, plus other fashion accessories.

ASSISTANT WHOLESALE MANAGER, ELECTRICSEKKI (*2011-'12*).

Electricsekki is a premium and luxury fashion distributor, showroom and public relations bureau, represented brands such as Havaianas, Superga, Ksubi, One Teaspoon, No.21 and more. They operate several retail outlets, and one central showroom in Hong Kong.

- Managed twenty key accounts in the lifestyle, lingerie and accessories departments including One Teaspoon, Huit Lingerie, Ecoya
- Reported quarterly to Principals on marketing and sales efforts and represented brands at trade shows like Interfilère Mode Lingerie in Shanghai
- Created valuable relationships with client retailers, supplied marketing & sales collateral to boost sales, and training tools for sales staff.
- Collaborated with in-house PR team to launch campaigns in key countries to boost exposure, gaining valuable insight into the Asian branded apparel and retail industries