

Yury Li

Business Development & Sales Support Specialist

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PROFESSIONAL SUMMARY

Business Development and Sales Support professional with 5+ years of experience across customer engagement, sales coordination, digital marketing, operations support, and administrative processes. Experienced in managing customer inquiries, quotation support, ERP records, follow-up coordination, and cross-functional communication. Strong organization, attention to detail, customer-service mindset, and technology fluency, with a focus on CRM/database accuracy, proposal coordination, lead generation, and account support in a structured B2B environment.

CORE SKILLS

Business Development Support | Sales Support | Customer Follow-up | Lead Generation | CRM & Database Support | ERP Systems | Quotation Coordination | Customer Information Management | Cross-functional Communication | Digital Marketing | Microsoft Office (Excel, Outlook, PowerPoint) | Canva | AI-Assisted Content Tools | Process Improvement | Attention to Detail | Customer Engagement

WORK EXPERIENCE

Sales Representative

iFurniture | Edmonton, AB

- Managed customer inquiries, product details, orders, payments, returns, exchanges, and after-sales follow-ups with accuracy and professionalism
- Processed customer transactions, invoices, and payment records through ERP systems with accuracy and accountability
- Coordinated communication among sales, warehouse, delivery, and support teams to resolve customer issues and maintain timelines
- Monitored stock levels, pricing information, and product tags to keep inventory and customer-facing information accurate
- Created Canva product photos, price tags, and social media content to support promotions, visibility, and customer engagement
- Earned 30+ five-star Google reviews through professional customer service, problem solving, and follow-up support

Brand Ambassador

Dell | Edmonton, AB

- Served as an in-store Dell product expert, translating technical specifications into customer benefits to support sales and purchase decisions
- Collaborated with Best Buy Blue Shirt teams and store management on product knowledge, planogram execution, and sales activities
- Maintained knowledge of product roadmaps, competitive trends, and customer needs to provide accurate recommendations
- Shared product, customer, and market insights to strengthen Dell positioning and retail sales execution

Field Sales Representative

Kognitive Sales Solutions - PC Financial | Edmonton, AB

- Presented financial products through consultative, client-focused conversations while consistently exceeding sales targets
- Translated financial product features into accessible customer solutions, improving product understanding and engagement
- Built B2B relationships with in-store management teams to increase promotional visibility and cross-selling opportunities

Business Development Specialist

Funliving Ltd | Beijing, China

- Created and executed digital marketing campaigns across social media and listing platforms, increasing inbound inquiries by an average of 30%
- Researched North American rental markets and developed 200+ tailored listings for 500+ international students, supporting lead generation and customer decisions
- Managed prospect and customer information across listing platforms to ensure accurate communication and follow-up
- Built partnerships with property managers and real estate agents to expand service reach, referral opportunities, and market presence

Sales Specialist

Fine Kitchen Inc. | London, ON

- Managed full-cycle customer appointments, communications, quotations, payment processing, and follow-up activities throughout the sales process
- Used 20-20 Design software to create custom visual presentations and 3D kitchen renderings, supporting customer proposals and sales consultations
- Coordinated customer requirements, design details, pricing information, and project updates to support accurate quotations and service delivery
- Led a full website redesign and integrated a Shopify chat system to improve customer inquiry handling and communication efficiency
- Trained new associates on sales workflows, customer communication, and design software best practices

Warehouse Associate

Wonder Kitchen & Bath | London, ON

- Supported sales operations through inventory management, order fulfillment, logistics coordination, and timely delivery support
- Maintained accurate product, order, and delivery information to support internal communication and customer service
- Trained junior team members on assembly, quality control, and sales support procedures
- Operated commercial vehicles for local deliveries while maintaining safety and reliability standards

Marketing Specialist

Xhub SPACE / Star Alliance Culture Inc. | San Jose, CA

- Managed social media content and online community engagement across Facebook and other digital platforms to strengthen brand visibility and customer relationships
- Supported marketing events, campaign coordination, and partnership development to increase audience engagement and revenue opportunities
- Maintained active online brand presence and partner communication to support brand growth and customer loyalty

EDUCATION

Master of Professional Education (MPed), International School of Leadership

Western University | London, ON | August 2019 - December 2020

Bachelor's Degree in Business Marketing

San Jose State University | San Jose, CA | August 2014 - December 2018

LANGUAGES

English | Chinese (Mandarin)