

# KARINA CHAN

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## PROFILE

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- Bachelor of Science and Business graduate (Food Science and Marketing) from UNSW
- Professional experience in sensory testing as a Product Guidance Specialist in an FMCG company
- Skilled in analysing and collating sensory test results to present insightful findings to team members
- Ability to document findings with great attention to detail to achieve desired product and project outcomes
- Organised large-scale food ambassador projects as an AIESEC food educator volunteer

## RELEVANT WORK EXPERIENCE

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### PRODUCT GUIDANCE SPECIALIST

**Sydney , NSW**

*Allied Pinnacle*

*July 2021 – Present*

- Conduct and support constructing sensory testing on food ingredients and products to provide insights around sensory attributes and determine drivers of liking to meet consumer product expectation
- Analyse sensory test results by using Excel or Compusene to collate information and document key findings
- Present and create reports on outcomes from benchmarking and sensory testing to guide team members with product design in 10+ food products
- Manage multiple projects and liaise with various stakeholders simultaneously to meet desired deadlines

### FLAVOUR CREATION INTERN

**Sydney , NSW**

*Givaudan*

*June 2021 – August 2021*

- Compounded flavour formulations with accuracy and efficiency for customer sensory evaluations
- Controlled and stocked 500+ lab supplies, raw materials and flavour samples following inventory management system
- Recorded extensive lab results by adhering to Givaudan's laboratory guidelines

### FOOD QUALITY CONTROL INTERN

**Sydney , NSW**

*DJ&A*

*April 2021 – July 2021*

- Ensured testing procedures for ingredient, flavour, colour and texture are followed in a timely manner to achieve desired food product quality and consistency
- Monitored 80 employees at a fast-paced food processing site to document production operations
- Reduced food quality loss up to 90% by promptly reporting manufacturing defects through routine check

### FOOD EDUCATOR VOLUNTEER

**Taipei, Taiwan**

*AIESEC Global Volunteer*

*December 2019 – February 2020*

- Designed creative lessons to educate an average of 600 students in Asia about global food waste, sustainable consumption, climate change and poor nutrition challenges
- Developed a schedule and list of responsibilities for 40+ students to meet project deadlines on limited notice

## **OTHER WORK EXPERIENCE**

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### **MARKETING INTERN**

**Sydney , NSW**

*Inside Out Nutritious Goods*

*April 2021 – June 2021*

- Conducted competitive and customer research to generate ideas for product launch in a complete grocery retail landscape
- Spearheaded social media campaign on Instagram by utilising digital marketing strategies to drive audience growth and increase engagement by 3%

### **ASSOCIATE SALES BUSINESS DEVELOPMENT REPRESENTATIVE**

**Sydney , NSW**

*LogMeIn*

*May 2020 – April 2021*

- Modified 2 databases in Excel to track prospects and analysed projects for sales team to pursue continuous business improvements
- Analysed information on Salesforce to drive B2B business development opportunities in 3+ countries
- Coordinated with a cross-functional team of marketing, sales, and IT technicians to increase customer acquisition and retention by 5% within existing budget

### **ANTI-MONEY LAUNDRING COMPLIANCE VERIFICATION SPECIALIST**

**Sydney, NSW**

*MVSI*

*September 2019 – December 2019*

- Performed an average of 30 weekly Anti-Money Laundering (AML) checks of client documentation in a multi-lingual setting and reduced process time by 20 minutes
- Communicated effectively to all parties involved in obtaining compliance verification information while building close business relationships with companies in 4 continents

## **EDUCATION**

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### **BACHELOR OF SCIENCE AND BUSINESS**

**Sydney, NSW**

*University of New South Wales, Expected Graduation August 2021*

*June 2018 – August 2021*

- **Major:** Food Science | **Minor:** Marketing
- **Relevant Coursework:** Nutrition | Food Chemistry | Food Microbiology | Sustainable Food Product Manufacturing | Food Safety & Quality | Food Preservation | Consumer Behaviour

## **PROFESSIONAL SKILLS & INTERESTS**

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- **Languages:** English (Fluent) | Norwegian (Native) | Cantonese (Native) | Mandarin (Intermediate)
- **Technical skills:** Microsoft Office Excel, PowerPoint, Word, Outlook | G Suite | Optiver | SAP | Compusense | Salesforce | ZoomInfo
- **Interests:** Food | Sustainability | Innovation | Health & Fitness | Traveling