

Nicholas Yap Ho Sun

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Sales & Expansion Leader | APAC Growth | B2B & Digital Sales Expert

Professional Summary

Strategic sales leader with 8+ years driving revenue and market expansion across APAC.

Proven success in leading cross-border market entry, managing multi-functional teams, product development across CFD, SaaS and Digital Marketing industries.

Skilled in full-funnel B2B sales, digital channel growth, and scaling operations from market entry to maturity.

Key Skills

- APAC Market Expansion | Regional Strategy & Market Penetration
 - B2B Sales Leadership | Partnership Development | C-Level Stakeholder Management
 - Enterprise Sales Strategy | Team Management & Training | P&L Ownership
 - Digital Sales Enablement | GTM Strategy | Lead Generation | Performance Analytics
 - CRM, Meta Ads, Google Ads, ESP, Microsoft & Google Suite
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Professional Experience

Affiliate Marketing Specialist - CFD Brokers (2025)

- Achieved \$100,000 Asset Under Management(AUM) in 3 months
- Generated 1,000+ lots traded, equal to \$20,000 in commission per month

Expansion Manager Asia – ADMIRALS (2023 – 2025)

- Led & developed APAC expansion strategy, launching operations in Indonesia, Thailand, Philippines
- Generated 3,000+ Ideal Client Profile leads for the sales team
- Closed \$150K in deposits within the first year
- Launched copytrade achieving \$50K deposits in 2 months and 215% ROI for clients
- Developed & launched 5 new educational products(trading webinars, workshops) achieving 300+ sales
- Built strategic alliances with financial institutions (IDX, BCA, Mandiri, RHB)
- Directed and scaled online brand presence, achieving 150M+ video views across YouTube(10K+ watch hours), TikTok(60M+ views), Instagram(90M+ views)
- 10x Instagram followers from 200 to 21K. Achieved 7K YouTube followers from 0 in 1 year. Grew TikTok from 0 to 30K followers in 2 years
- Reduced 50% ad cost in CPA, CPM, while achieving 2x in ROAS

- Launched events in Thailand(iFX), Philippines(IB partners), Indonesia(Education)
- Trained & managed international team of 5

Founder – Nature’s Blessings (2020 – 2022)

- Developed and sold kombucha, herbal drinks from home
- Achieved RM 2,000 ~ RM 3,000 in monthly recurring revenue(MRR)

Head of Enterprise Sales – GROWTHDESK (2020)

- Led RM 2M enterprise marketing RFP, shortlisted in Top 2 vendors before project paused due to COVID-19
- Developed customized B2B go-to-market strategies aligned with client KPIs

Sales Executive – WAVE.LY (2019)

- Closed RM 250K+ in service fees, generating RM 100K+ MRR
- Closing rate: 25% | Average closing time: 15 days
- Increased average deal size by 10x for website development, chatbots, full funnel digital marketing campaigns
- Conducted digital marketing audits, tailored proposals, and drove conversion via consultative selling approach

Head of Sales Operations (APAC) – EMATIC SOLUTIONS (2018)

- Directed APAC enterprise sales operations across 8 countries
- Increased average deal size by 10x
- Generated 40K+ quality leads for 21 sales personnel across APAC
- Reduced Sales to Customer Success handover time by 50%

Business Development Manager / BDR – EMATIC SOLUTIONS (2016 – 2018)

- Ranked 2nd in lead generation across APAC
- Secured new deals(Paypal, Ebay, Fitness First)
- Led Hong Kong market entry efforts, acquiring first clients
- Assisted in preparing Series A pitch deck

Insurance Consultant – ZURICH INSURANCE (2010 – 2015)

- Provided financial advisory services in investment and insurance planning, supporting client goals in wealth management and retirement readiness.

Education & Certifications

- Basic Occupational First Aid, CPR & AED (2023)
- Fundamentals of Digital Marketing – Google (2019)
- Intro to AI – MaGIC Academy (2018)
- Full Stack Web Development(Ruby on Rails) – MaGIC Academy (2016)
- BA (Econ)(Hons) Business Studies – University of Manchester (2014)

Languages

Fluent in English, Mandarin, Cantonese, and Malay