

HERMAN CHEUNG

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SUMMARY

Dynamic and professional digital marketing manager with substantial experience in developing highly effective and customer-driven digital marketing campaigns.

WORK EXPERIENCE

Digital Marketing Manager – W & S Co. Ltd.

November 2015 to present

- Administered multiple digital accounts, including developing, implementing and optimisation of Google AdWords and Facebook Ads campaigns.
- Evaluated user engagement by using Google and Facebook Analytics to track the effectiveness of digital marketing campaigns.
- Reviewed corporate and client websites and mobile apps for tracking performance and optimal search engine rankings.

Social Media Manager – Bonbon Inc. Group

October 2012 to November 2015

- Created, planned and executed social media marketing and customer engagement campaigns to meet brand-building objectives.
- Initiated and managed social media presence on Facebook, Instagram, Twitter, Weibo, YouTube and other emerging social media platforms.
- Maintained effective and long-term working relationships with acclaimed bloggers, key social media influencers and KOLs from various sectors.

EDUCATION

The Hong Kong Baptist University (2006 – 2010)

Bachelor of Communication (Hons) in Public Relations and Advertising

DIGITAL SKILLS

- Social media skills – Facebook, Twitter, Weibo, Instagram, YouTube
- SEO, PPC, Google AdWords, Google Analytics, Content Management Systems