

PREPARED BY:

**HEIN LU LU**

Digital Marketing Executive

# TRACK RECORD

1st Nov 2022 - July 2024

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# 01 Overview

This is my proven track record of successfully delivering high-quality work on time and exceeding expectations. Throughout my career, I have consistently demonstrated my dedication to excellence and my ability to adapt to new challenges with ease. My passion for what I do drives me to continuously improve and innovate, ensuring that every project I undertake is completed to the highest standard. My commitment to achieving results and my strong work ethic have earned me a reputation for reliability and professionalism. I take pride in my accomplishments and look forward to bringing my expertise to new and exciting opportunities in the future.



# 02 Careers

Through my dedication, hard work, and innovation in my digital marketing career, I have continuously strived to push boundaries and explore new possibilities. I believe that keeping an open mind and embracing creativity are key ingredients to success in this ever-evolving field. By staying committed to learning and adapting to the latest trends and technologies, I aim to bring fresh perspectives and unique solutions to every project I undertake. I am truly passionate about leveraging the power of digital marketing to connect with audiences in meaningful ways and drive impactful results.



## DIGITAL MARKETER

executes online campaigns to reach and engage target audiences, driving brand awareness, traffic, and conversions across various digital platforms.



## E-COMMERCE SPECIALIST

oversees online sales channels and implements strategies to enhance the customer experience, maximizing revenue and growth for online retail businesses.



## GRAPHICS DESIGNER

employing design principles to enhance aesthetic appeal and effectively convey ideas.

# MILESTONES

1st Nov 2022 - 30th April 2024

2022

**CAVO.ae** website is fully integrated with Facebook Ads Manager and TikTok Ads Manager using the Facebook pixel, enabling precise tracking of customer behavior, add-to-cart rates, and purchase events. This data-driven approach optimizes marketing strategies to enhance online presence, drive conversions, and achieve success in the digital marketplace.

2023

Established the **Kpop.ae** website, securing top 10 search rankings for more than 300 keywords through SEO efforts. Utilized Google tools for optimization, boosting user engagement, and increasing brand awareness within the K-pop industry. The ultimate goal of the website is to emerge as a premier online hub for K-pop enthusiasts.

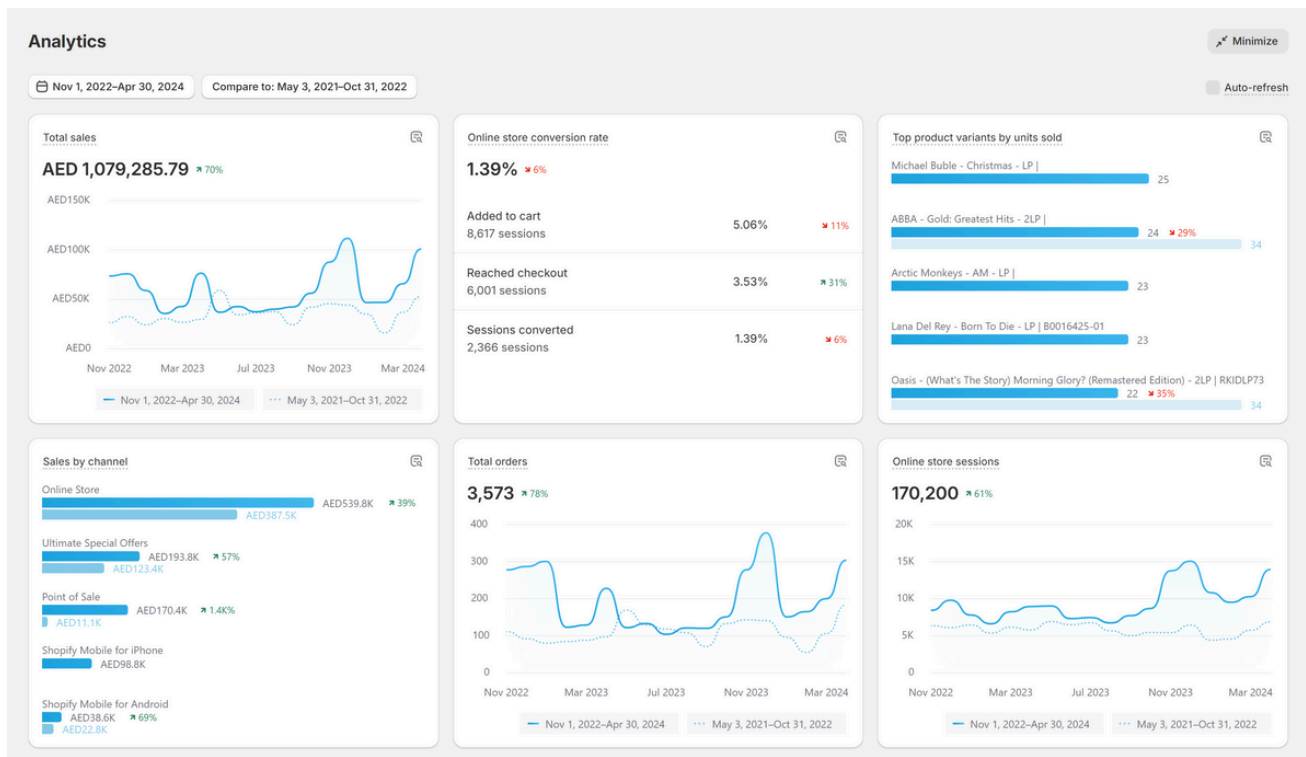
Established **Kidzo.ae** website and enhanced product display using CSS and HTML coding. The redesigned site features visually appealing layouts that engage users, showcasing products effectively. The customization showcases a blend of creativity and technical skills to create an aesthetically pleasing and functional shopping experience for visitors.

Enhance online shopping experience by adding a Pre-order section, business WhatsApp integration, Tabby integration for payments, opening the store on Tabby, and highlighting specific products on **CAVO.ae**'s website. These improvements aim to increase visibility, drive traffic, and elevate customer engagement for a preferred shopping destination.

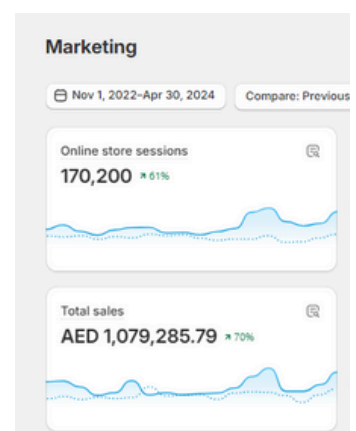
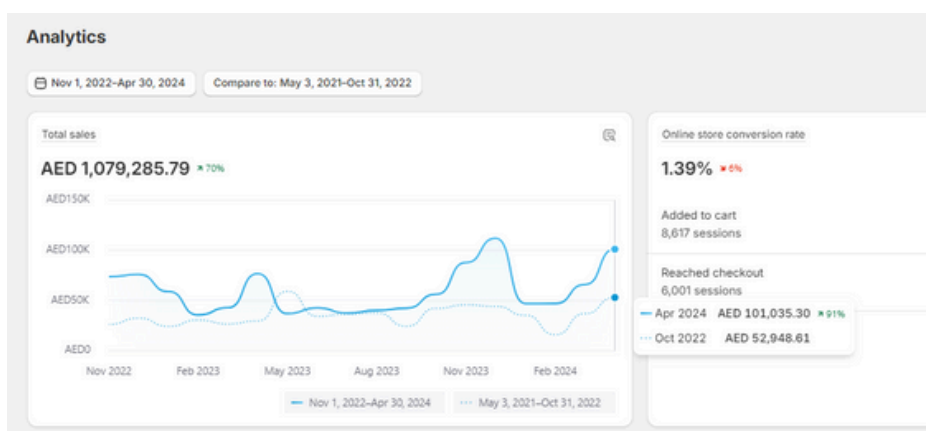
2024

Magnifying **Cavogroup.ae** website with a captivating design to attract more clients for the business development team and secure new business partners. This modern and engaging online presence aims to showcase the company's value and professionalism, contributing to business growth and success.

Making strategy and execution, showcasing products, understanding customer needs, managing inventory for various online channels, engaging customers, and promoting products effectively through various channels for successful outcomes.



# PROVEN TRACK RECORD FOR SHOPIFY



	Off/On	Off/On	Ad set name	Bid strategy	Budget	Results	Purchases conversion value	Website purchases conversion value	Meta purchase conversion value	Content views	Website content views
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1 active ad	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Record Store Day 2024 Camp...	Highest volume	150.00€	60	21,689.70€	21,689.70€	0.00€	3,869	3,869
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily range	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	EID AL FITR SITEWIDE SALE 1...	Highest volume	450.00€	15	0.00€	0.00€	0.00€	165	165
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchase					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	EID AL FITR SITEWIDE SALE 10 % OFF 2024	Highest volume	726.41€	15	6,338.70€	6,338.70€	0.00€	1,050	1,050
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 10/01/202...	Highest volume	500.00€	21	13,480.88€	13,480.88€	0.00€	1,045	1,045
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	End Of Year Sitewide Sale!	Highest volume	50.00€	4	1,590.35€	1,590.35€	0.00€	346	346
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	End Of Year Sitewide Sale!	Highest volume	60.00€	28	7,691.70€	7,691.70€	0.00€	1,550	1,550
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BLACK FRIDAY SALE 2023	Highest volume	30.00€	20	6,651.20€	6,651.20€	0.00€	1,398	1,398
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BLACK FRIDAY SALE 2023 (Middle-east)	Highest volume	30.00€	3	672.40€	672.40€	0.00€	68	68
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	October Product Campaign	Highest volume	500.00€	15	4,417.22€	4,417.22€	0.00€	1,469	1,469
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Father's Day Campaign	Highest volume	30.00€	1,248	0.00€	0.00€	0.00€	22	22
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Link clicks	Daily	Link clicks					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	July Product campaign	Highest volume	500.00€	12	4,000.30€	4,000.30€	0.00€	1,238	1,228
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	campaign 06/05/2023 Ad	Highest volume	500.00€	11	5,824.25€	5,824.25€	0.00€	1,919	1,913
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Lifetime	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10% EID Sitewide Sale	Highest volume	30.00€	10	6,101.06€	6,101.06€	0.00€	619	619
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Daily	Website purchases					
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting Website: http://www.cavo.ae/	Highest volume	Using campaign ...	Website purchases	0.00€	0.00€	0.00€	--	--
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 active ads	Conversions	Using campaign ...	Website purchases					

## EVENTS AND ADS CAMPAIGNS FROM META

Events on CAVO Pixel (7)				×
Event ⓘ	Used by	Event match quality ⓘ	Total events ⓘ	
PageView		4.7/10	156.2K Last received 12 minutes ago	
Search Prioritised for iOS 14.5+		4.6/10	34.8K Last received 29 minutes ago	
ViewContent Prioritised for iOS 14.5+		4.3/10	32.6K Last received 12 minutes ago	
AddToCart Prioritised for iOS 14.5+		5.0/10	9.8K Last received 29 minutes ago	
InitiateCheckout Prioritised for iOS 14.5+		4.1/10	2K Last received 29 minutes ago	
AddPaymentInfo Prioritised for iOS 14.5+		5.0/10	849 Last received 4 hours ago	
Purchase Prioritised for iOS 14.5+	2 ad sets	8.0/10	464 Last received 4 hours ago	
				Close

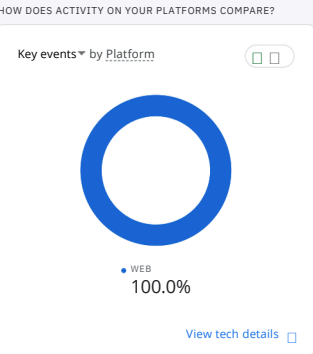
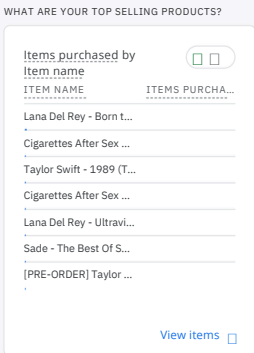
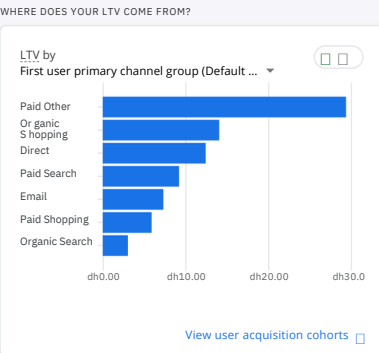
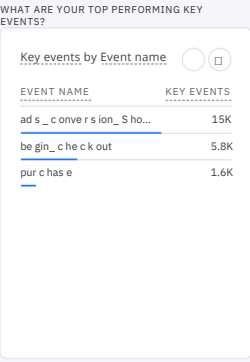
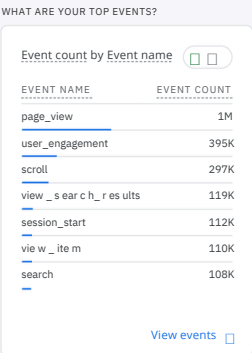
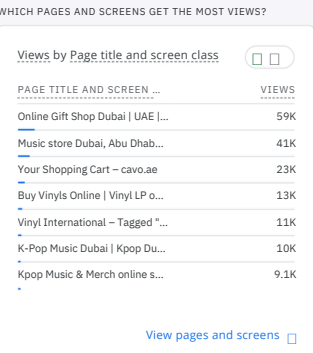
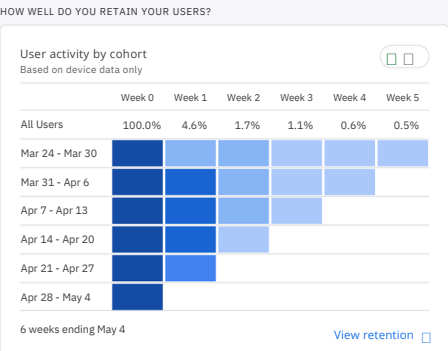
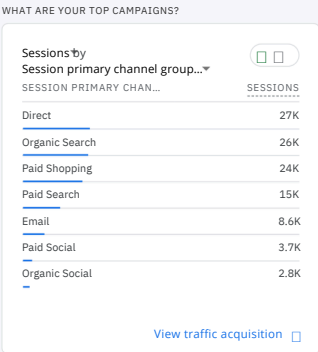
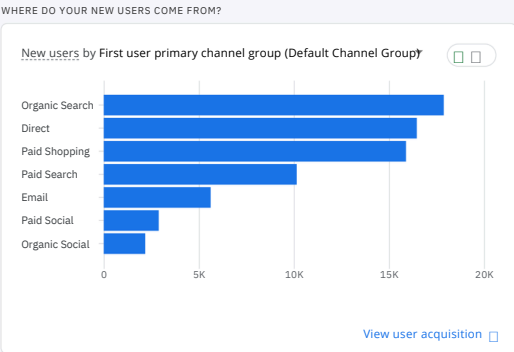
All Users

Add comparison

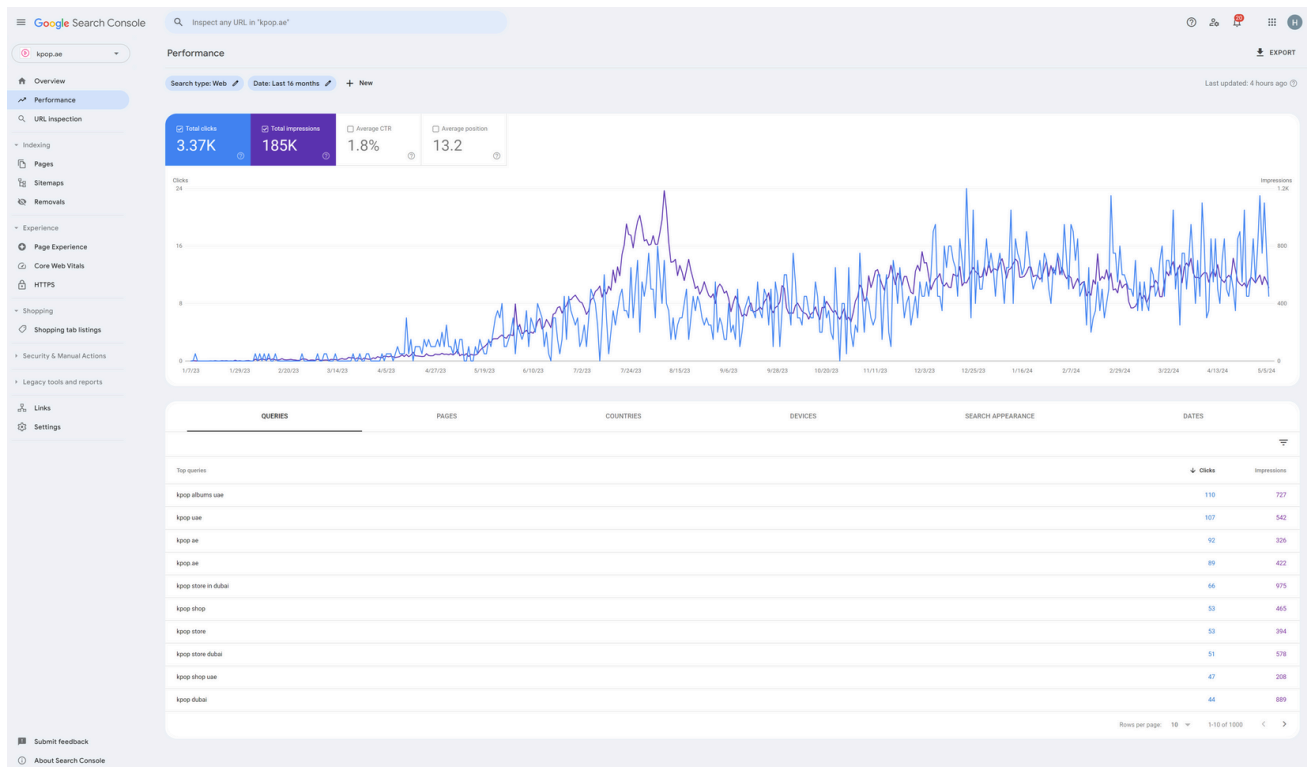
Last 12 months

May 8, 2023 - May 8, 2024

Reports snapshot



GOOGLE ANALYTICS FOR CAVO.AE



# GOOGLE SEARCH CONSOLE REPORT FOR LAST 16 MONTHS

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				Clicks	Impressions
kpop albums use				110	727
kpop use				107	542
kpop ae				92	326
kpop ae				89	422
kpop store in dubai				66	975
kpop shop				53	465
kpop store				53	394
kpop store dubai				51	578
kpop shop use				47	208
kpop dubai				44	889

## TOP QUERIES FOR KPOP.ae

Please see the full report [here](#).

# SKILLS

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## BRANDING

Creating a strong branding strategy is essential for businesses to establish a unique identity, connect with their target audience, build trust, increase brand awareness, and drive growth. It involves core values, market understanding, differentiation, and emotional connection with customers.



## CUSTOMER RELATIONSHIP

I prioritize building strong customer relationships through open communication, trust, and respect. Tailoring services to meet customer expectations, valuing feedback for growth, and aiming to create a positive impact on every customer.



## TECHNICAL SKILL

Mastering technical skills such as website development, CSS customization, and HTML coding is crucial for integrating elements seamlessly.



## CREATIVITY

Combining creativity and technical knowledge drives innovation, creating unique products and practical solutions while pushing boundaries for growth and success.



# THANK YOU!

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