

# Lam Ka Fei, Cathy

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## EDUCATION

**The University of Hong Kong, Bachelor of Arts** (Second Upper Honors)

*Sept 2018 – June 2022*

Major: Chinese Language and Literature | Minors: Spanish, Geography

## WORK EXPERIENCE

### Freelance Digital Marketer (Dublin)

*Feb 2024 - Present*

- English/Chinese copywriting for a diverse industry, including banking, trading, robotics and education industry, increased 35% in traffic by adopting content creation strategies in cryptocurrency-related articles.
- Created video content for an AI-related Instagram page, which led to a 50% increase in organic followers in 3 months.
- Implemented SEO strategies and conducted SEO audits, helping diverse businesses drive online visibility.

### Junior SEO Specialist, MediaGroup Worldwide (Hong Kong / Remote)

*Feb 2023 - Feb 2024*

- Devised and implemented comprehensive SEO strategies, while managing quality link-building projects across 8+ markets globally, resulting in notable enhancements in both clients and the company's search engine rankings.
- Achieved an exceptional 32% increase in website traffic and a 42% increase in impressions for a major client.
- Conducted thorough on-page, off-page and technical SEO audits using tools such as Ahrefs, Screaming Frog, and Google Search Console, identifying and rectifying areas of improvement for optimal website performance.
- Implemented structured data markup and conducted quality keyword research, enhancing website visibility in search engine results, increasing brand awareness and improving the presentation of information in SERPs.
- Collaborated with web developers to design and optimise user-friendly and responsive websites, resulting in a 20% increase in website user retention and a 15% improvement in user experience scores.
- Acted as the primary point of contact for key clients, maintaining regular communication, providing updates on campaign performance, and ensuring client satisfaction, resulting in a 95% client retention rate.

### Marketing Officer, Edge Development Centre (Hong Kong)

*May 2022 - Jan 2023*

- Implemented and optimised Google Ads, Facebook and Instagram Ads campaigns using strategies such as high-quality keywords and captivating writing, achieving targeted engagement and conversion rates.
- Implemented in-budget data-driven PPC strategies to maximise ROI, consistently achieving an 18% increase in ad click-through rates (CTR) and a 15% reduction in CPA.
- Achieved a monthly 10% increase in engagement across all social platforms by devising and implementing effective social media strategies.
- Executed SEO campaigns including keyword research and content writing to drive website traffic and page ranking.
- Fostered cooperation with external parties and suppliers, overseeing the coordination and execution of engaging public events, with a proven track record of hosting successful talks that attracted over 60 attendees each.
- Implemented an innovative MailChimp email marketing campaign that resulted in a 15% increase in click-through rates.

### Marketing Intern, Livin Farms (Hong Kong)

*Jan 2021 - Apr 2021*

- Produced over 7 engaging educational videos and published on various social media sites.
- Increased 20% followers on Instagram and YouTube by engaging with new and existing clients.
- Assisted in analysing KPIs, such as marketing spend and new leads, and provided comprehensive reports.

## CERTIFICATIONS

- Google Tag Manager Fundamentals, Google Digital Academy ([Credential URL](#))
- Google Analytics 4 Certificate, Google ([Credential URL](#))
- Introduction to Digital Marketing, University of California, Irvine ([Credential URL](#))

## COMPUTER SKILLS AND SOFTWARE

**Marketing:** Google Analytics, Google Search Console, Ahrefs, SEMrush, Moz, Screaming Frog, GTmetrix, Dragon Metrics, Google Ads, MailChimp, HubSpot, Facebook Ads Manager, WordPress Development, Meta Business Suite, Looker Studio

**Programming Languages:** HTML, CSS, JavaScript, Python

## LANGUAGE SKILLS

English (fluent), Mandarin (native), Cantonese (native), Spanish (intermediate)

## VOLUNTEER AND LEADERSHIP EXPERIENCE

### Common Purpose Leadership Development Programme Winter 2021, HKU

*Dec 2021 – Feb 2022*

- Collaborated with students from diverse backgrounds to propose solutions to address urban issues

### Outlier 2021 Creating Shared Value Innovation Challenge, AIESEC

*Jan 2021 - Feb 2021*

- Led a team that successfully presented an innovation to address social issues and entered the semi-final

### Lung Fu Shan Education Ambassador Programme, Lung Fu Shan Environmental Centre

*Oct 2018 – June 2019*

- Assisted in organising a few public activities for more than 60 people and helped the daily function of the Centre