

KENG LAM LAM

D.O.B: 1996.01.16 **Gender:** Female

Email: Hebe.be@hotmail.com **Tel:** +17787984321

EDUCATION BACKGROUND

McGill University *September 2023 - April 2025*

Master of Information studies GPA: 3.78 / 4.0

University of Northern British Columbia *September 2021 - December 2022*

Bachelor of Commerce in Marketing GPA: 3.48 / 4.0

Main Courses: Marketing Communication, Marketing Strategy, Marketing Research, Services Marketing

Northern Lights College *September 2016 - December 2018*

Diploma in Business Management GPA: 2.9 / 4.0

WORK EXPERIENCE

SUNGS CHINESE RESTAURANT *2018 - 2020*

Supervisor Canada

- Be responsible for the supervision, inspection and customer communication during business hours
- Prepare daily rules and regulations and promote their implementation, check staff attendance and grooming
- Assign specific work and improve work flow according to position and personal ability of staffs
- Facilitate, organize and administrate training program on a regular basis
- Assist leaders to complete the collection and resolution of problems in the restaurant

SUNGS CHINESE RESTAURANT *2020 - 2021*

Manager Canada

- Lead the front and back office teams to achieve all operational targets
- Regularly review and adjust the menu according to seasonal changes and stock availability
- Complete the interview screening, systematic training and post-placement of new employees
- Develop salary measurement standards and incentive schemes for employees

- Coordinate with middle management to develop business plans, budget plans and development strategies

Project

Here are some of the key projects I have worked on. Each project highlights my expertise in marketing, content creation, and strategic planning.

- **Social Media Campaign for Wendy's, Fort St. John (BC):**

Created a hashtag-driven campaign (#WendysFreshInFortStJohn) to promote Wendy's fresh menu items, generating over 500 customer interactions and a 10% boost in online orders.

- **Marketing Strategy for Papa Johns, Fort St. John (BC):**

Boosted Papa Johns' community presence through sponsorship of local events and partnerships with schools, resulting in a 15% increase in foot traffic during weekends.

- **Content Creation for Soul Sweet Cafe & 250 Pizza (Fort St. John):**

Managed content creation for Soul Sweet Cafe, curating and scheduling engaging posts that increased social media engagement by 30%. Highlighted seasonal menu items through professional food photography and creative storytelling.

- **Marketing Assistant (Volunteer) for TKFW Montreal:**

Supported event marketing efforts for TKFW Montreal, creating promotional materials and assisting with community outreach.

OTHER SKILL

- **Language** Mandarin, English **IELTS 7**
- **Qualification** Google Data Analytics Certificate / Google AdWords
- **Skill** Proficient in Microsoft Office and CRM/CMS system