



M



1988/07



Degree



9 years



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Profile

Strong background in creativity and experience in digital marketing and multimedia design, driving brand awareness and conversion through social media and marketing events. It boosted lead generation for the current employer. A strong communicator with the ability to communicate ideas clearly to anyone. Also a Blockchain and cryptocurrency enthusiast with up-to-date knowledge of global blockchain and crypto activities.



Specialty

Blockchain Education and Blockchain Advocacy.

Social Media Marketing and Search Engine Optimization.

Content creation (Content, Design and Videos).

Adobe Creative Suite

Microsoft Office Suite



Qualification

The Hong Kong Polytechnic University - **Bachelor of Arts (Honors) in Digital Media** (2013)

The Hong Kong Polytechnic University - **Higher Diploma in Multimedia Design and Technology** (2011)



Experience

Hutchison Telecom

Assistant Manager – New Media Development 04/2022 – 07/2022

Online Media Management

- IG management
- Inhouse video promotion channel
- Content writing

World Wide Stationery

Senior Marketing and Strategy Officer 07/2019 – 04/2022

Online Media Management

- SEO, SEM
- Facebook, IG management
- E-commerce management- Wechat store, Taobao, Alibaba, PDD, Hktvmall
- Barcode Management
- Content Creation



Experience

Fighting Arts Center

Marketing & Design Manager 09/2017 – 07/2019

Online Media Management

- SEO, SEM
- Facebook, IG management
- Content creation

Design Management

- Poster/Flyer design
- Online graphic design
- Short video of the promotion

Event Management

- Innovative ideas for events
- Increase brand awareness & potential business

Herbalgy

Graphic Designer 02/2017 – 09/2017

Design

- Photo taking of the product
- Package of the box design
- TVC and poster social media graphic design

HKBU School of Continuing Education

Information Technology Assistant 07/2016 – 01/2017

Photograph

- Photo taking of school events
- IT support

Fung Ying Seen Koon

Video Editor 04/2015 – 04/2016

Video and Animation

- Video editing
- TV dramas title making
- Visual effect with drama

Sabrina Scala

Graphic Designer 03/2014 – 04/2015

Design

- Short promo of handbag video making
- Social media graphic design
- Photo shooting of product
- Window display of booth design
- Website banner design



Experience

Best Video

Animator 08/2013 – 03/2014

Animation

- Drama title making
- Short promo of post production
- Video drama editing
- Short animation of promo making



Skill

- DC skill of Video shooting
- DC skill of photo taking
- Social Media Marketing
- Budgeting / Planning
- Content Creation
- Google Store setup management
- Google Ads/ Tag Manager Analytics
- Facebook Pixel / Analytics
- 淘宝直通车
- 拼多多直通车
- Adobe Photoshop
- Adobe AfterEffect
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- Adobe Premiere
- Pine Script
- Basic learning JavaScript, Web3js ,React
- MSOffice
- Typing English 30 wpm
- Typing Chinese 15 wpm



Availability

Immediately



Previous Salary

\$37,000



Expected Salary

\$37,000 (Negotiable)