



# Tammy Guo

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Hong Kong 

## E-COMMERCE WORKING EXPERIENCE

### Club Med Hong Kong Ltd. *E-commerce and Media Senior Executive*

July 2023 – Sep 2025  
Hong Kong

- Content Management:** Oversee website content using advanced CMS platforms, ensuring timely updates and an engaging user experience that aligns with brand guidelines, resulting in a 47% increase in engagement rate.
- Search Engine Optimization (SEO):** Execute robust SEO strategies, including keyword research, on-page optimization, and high-quality backlink development, leading to a 35% improvement in organic search rankings and a significant boost in website traffic.
- Data-Driven Insights:** Leverage Google Analytics and website tool to extract actionable insights, enhancing campaign effectiveness and maximizing ROI.
- Strategic Media Buying:** Spearhead comprehensive paid media strategies across Meta (Facebook/Instagram), Google Ads, Microsoft Ads, and programmatic display networks, driving an impressive year-over-year (YOY) increase of 71% in online revenue in 2024.
- Cross-Functional Collaboration:** Coordinate and drive initiatives with regional teams, creative agencies, and external vendors, aligning efforts to meet e-commerce objectives and ensuring successful execution of marketing campaigns.

### RENPHO Co., Ltd. *E-commerce Specialist*

Mar 2022 – June 2023  
Hong Kong

- Shopify Store Management:** Directed end-to-end operations of the Shopify store, ensuring seamless daily performance and product accuracy, resulting in a 15% increase in customer satisfaction ratings.
- Inventory Optimization:** Monitored and managed inventory levels, updated product listings, and collaborated with logistics teams to prevent stockouts, maximizing sales opportunities and reducing excess inventory by 20%.
- Targeted Sales Campaign Execution:** Developed and executed targeted sales campaigns for the French and German markets, encompassing comprehensive campaign strategies, landing page creation, site navigation enhancements, and the implementation of promotional banners and coupon codes, leading to a 30% increase in regional sales.
- Website Functionality Improvement:** Collaborated with project teams to ensure optimal website functionality, successfully implementing new plugins and features that enhanced site capabilities.
- Integrated Marketing Initiatives:** Partnered with the marketing team to execute brand marketing initiatives, supporting cohesive sales strategies and promotional activities across digital channels.

## MARKETING WORKING EXPERIENCE

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**CLASQUIN Far Easter Ltd.**  
*Corporate Marketing and Communication Executive*

Jan 2021 – Mar 2022  
Hong Kong

- **Marketing Materials Development:** Created and managed a diverse range of marketing communication materials, including corporate brochures and sales decks, ensuring alignment with corporate identity and messaging, which enhanced brand consistency and recognition.
- **WeChat Account Management:** Oversaw the company's official WeChat account, consistently updating content and optimizing account settings to ensure cohesive brand representation across all digital touchpoints, leading to a 40% increase in followers amount.
- **B2B Marketing Campaigns:** Planned, executed, and managed targeted WeChat marketing campaigns to effectively engage B2B audiences. Collaborated closely with the sales team to align digital initiatives with overarching marketing objectives.

**Perfect Shape Holding Ltd.**  
*Digital Marketing Assistant / Key brand: New Beauty*

Jun 2020 – Jan 2021  
Hong Kong

- **Content Creation for RED (Xiaohongshu):** Developed engaging and culturally relevant content, including product reviews, vlogs, and tutorials, specifically tailored to resonate with target audiences, resulting in a 35% increase in user engagement and interaction.
- **KOL and Influencer Collaborations:** Led strategic collaborations with influencers and Key Opinion Leaders (KOLs) on RED, overseeing the entire process from partner identification and content planning to campaign execution and performance analysis, which significantly boosted brand awareness and credibility.

## EDUCATION

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**SKEMA Business School, Sophia Antipolis, France**  
**Master in Strategic Event Management** (Marketing Faculty)  
Relevant Course: Digital Marketing, Sales and CRM. Strategic Marketing Projects.

Sep 2016 - Jun 2019

**Guangdong University of Foreign Studies (GDUFS) Canton, China**  
Bachelor in French Language and Literature

Sep 2012 - Jun 2016

## SKILLS

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E-commerce, SEO, SEM, Digital Marketing, Google Analytics 4

## LANGUAGE

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English (Fluent), Cantonese (Fluent), Mandarin (Native), French (Fluent)