

Yick Shu, Yuen (Rae)

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Contact No: (+1) 647-679-5214

Education

- 2022-2023 Seneca College of Applied Arts and Technology
- **Ontario College Diploma on Computer Programming**
 - Award: President's Honour List
 - CGPA: 4/4
- 2014-2016 City University of Hong Kong
- **Bachelor of Arts (Hons) Major: Media and Communication**
 - CGPA: 3.25/4
- 2012-2014 Hong Kong Baptist University College of International Education
- Associate degree on Creative Communication
 - CGPA: 3.50/4
- 2005-2012 St. Clare's Girls' School
- F.1 – F.7
 - Completed Hong Kong Advanced Level Examination (2012) and Hong Kong Certificate of Education Examination (2010)

Working Experience

Aug 2020 – Jul 2021 **Senior Marketing Executive** – WeLend Limited

- Sales Record Breaking 6 times within 11 Months(Sep 2020, Nov 2020, Jan 2021, Mar 2021, May 2021, Jun 2021)
- Working closely with creative and media agencies to deliver effective marketing strategies
- Manage ATL, Online & Social Media campaigns to help achieve Sales Targets
- Monitor day to day marketing channels performance and budget
- Evaluate marketing performance and make quick adjustments on the marketing campaigns
- Work closely with Risk Team, Operation Team, Tech Team and Product Team on improving customers' lending experience

Feb 2020 – Aug 2020 **Digital Marketing Specialist** – Flips Digital Media Limited

- Develop SEO friendly websites for clients with HTML5 and content writing
- Plan, develop and execute digital projects and campaigns
- Produce branding and promotional contents across various forms of digital media
- Communicate and understand clients' requirements and facilitate project management
- Clients includes Telecom Companies, Universities and Schools, Transportation Service, etc.

Oct 2018 – Feb 2020 **Marketing Officer** – imSure Asia Limited

- Build website's SEO and content to make our website more visible in Google Search Engine
- Manage Social Media and allocate boosting to bring in traffic and engagement
- Construct Email marketing to enhance customers loyalty
- Collaborate and advise agencies on SEM and Display Banner Advertising
- Develop and establish different marketing campaigns like Partnership and CPA deals with clients
- Analyze Data on business growth and development to customize different marketing campaigns

Jul 2016 - May 2018 **Assistant Program Officer** - Now TV, PCCW Media Group

- Maintained smooth TV programs broadcasting for Now Sports Channels
- Arranged TV program schedule to achieve higher TV rating
- Coordinated with Production Team and Research Team in different local sports events
- Understood the needs and viewing pattern for Hong Kong TV audience

Jul 2013 - Jul 2016 **Part time Education Specialist** - Hong Kong Ocean Park

- Educated guests on animals' information and animal conservation
- Conducted educational talks in different exhibitions outside the park to raise public awareness on animal conservation

Voluntary Work

May 2018 – May 2020 **Regular Volunteer** – Ocean Park Conservation Foundation Hong Kong

Language Skills

- Proficient in spoken and written Cantonese as well as Mandarin
- Good command of spoken and written English

Computer Programming Language

- C, C++
- Javascript, HTML, CSS
- SQL

Marketing Skills

- Familiar with Moz Tools, SEMRush, ahrefs, Google Search Console
 - Comfortable in using Facebook Ad Manager, LinkedIn Campaign Manager
 - Familiar with Google Adwords, Programmatic Targeting
 - In-depth knowledge in Google Analytics, Google Tag Manager, Conversion Tracking and Event Tracking
 - Experience in Mailchimp, Mandrill and Mailgun
 - Experience in Photo taking and Video Editing
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