



## Cheuk Lun Siu (Alan)

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### Education

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**HULT INTERNATIONAL BUSINESS SCHOOL** — Boston, Massachusetts, USA Sep 2018 – Expected Aug 2019  
**Master of International Marketing (MIM)**

- GPA 3.11 (Cumulative) | Final Round, Entrepreneurship and Innovation | Best Goalkeeper, Football Club

**THE UNIVERSITY OF HONG KONG** — Hong Kong, China Sep 2011 – Jun 2015  
**Bachelor of Science in Statistics (BSc)**

- Second Honor Lower Division (Equivalent to GPA 2.7-3.0) | Team Captain, Ricci Hall Handball & Bridge Team

### Professional Experience

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**CORTEX** — Boston, Massachusetts, USA May 2019 – Expected Jul 2019  
**B2B Marketing Intern**

- Prepared case study materials and targeted on key persons for B2B marketing by LinkedIn and RocketReach
- Conducted market research on AI information to perform knowledgebase marketing and content marketing
- Executed marketing automation and email marketing by HubSpot to achieve a high outbound reach

**ROB'S GUITAR SCHOOL** — Newton Upper Falls, Massachusetts, USA May 2019 – Expected Jul 2019  
**Sales and Marketing Intern**

- Refined website design and prepared marketing materials in order to gain more website and social media traffic
- Analyzed customers behaviors by google analytics and found keywords by WordStream to improve SEO
- Developed different external channels such as 2nd party medium to further enhance brand awareness

**KINGBOARD GROUP** — Hong Kong, China Jun 2016 – May 2017  
**Sales and Marketing Representative**

- Developed innovation strategy of price analytic models and reduced 5% of cost for production
- Built relationship with prospects, managed sales assistant team and obtained 100+ acquisitions of new projects
- Managed sales activities and brought 50% increase in sales from overseas customers and new markets

**ANZ BANK** — Hong Kong, China Sep 2015 – May 2016  
**Data Analyst**

- Maintained consistency of customer data by Oracle System and raised data accuracy by 40%
- Deployed MS Excel functions such as v-lookup and pivot table and decreased over 50% data redundancy
- Created data path system and enhanced approximately 20% more time-efficient from colleague feedback

### Past Job Experience

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Marketing and Customer Service, **HKTDC** | Food & Beverage Server, **BEEF AND LIBERTY** |  
Sales and Marketing Representative, **HOSODA HK** | Financial Analyst Intern, **MANULIFE FINANCIAL** |

### Additional Information

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**Languages:** English (Fluent), Mandarin (Fluent), Cantonese (Native), Korean (Intermediate), German (Beginner)

**Certifications:** Google Ads Fundamentals, Salesforce Administration, Google Analytics, Content Marketing, SAS Programming, Action Selling, Email Marketing, Inbound Marketing, Google Display, Google Search

**Technologies:** R, Python, Salesforce, Tableau, Google AdWords, Google Analytics, SEO, SEM, HubSpot, SQL, Excel, Pivot Table, Photoshop, Adobe InDesign, Illustrator, Pages, iMovie, Data Visualization