BRIAN LAM

Digital Strategy, data analytics, design and software development.

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EDUCATION

UNSW [2013 - 2017]
Bachelor of Computer Science

EXPERIENCE

Inkerz.com / .cn   SEP 2015 - PRESENT
Data Analyst & Growth Marketing

I work on creating and implementing multi-channel marketing campaigns, with a core focus on user acquisition, optimisation and tracking metrics. For web analytics, I use a custom Google Analytics setup combined with Google Tag Manager. Other tools I use include Python scripts, Mailchimp, Buffer and Optimizely for several parts of my marketing automation.

Inkerz.com / .cn   DEC 2014 - SEP 2015
Marketing & Digital Strategy, Analytics, Web Design

Worked on social/content marketing and PPC advertising backed by data analytics, assist with web development & design, contribute to UX/UI processes and draft various business strategy, company structure and investment pitch deck documentation.

Bakebox.com.au   JUL 2013 - AUG 2015
Co-founder

BakeBox is a food-technology platform that helped connect people to Sydney's best bakeries. Built the platform, raised seed funding, arranged partnerships with over 20 food suppliers, established a strong social media presence, launched and generated over $30k in annualised revenue through our eCommerce platform and offline market stall sales.

Artesian Capital Management   SEP 2014 - FEB 2015
Business Analyst Intern - Venture Capital

VC analyst focusing on early-stage venture research, which includes technology trends, analysis of the start-up ecosystem within Australia and China, selection criteria, different types of investors, incubator/accelerator programs, raising funds and building a database to record and categorise research.

News Corp Australia   DEC 2013 - JUN 2014
Market Manager - Print & Digital sales

Managing News Corp's business accounts, advertising campaigns and media sales across both print and digital mediums.

Skills

Languages: Fluent in English and Cantonese.

Technical (Design): Adobe Illustrator, Photoshop, Premiere + HTML & CSS

Technical (Project Management / Dev tools): SourceTree / Confluence / Jira Core & Software (Atlassian), WebStorm.

Technical (marketing, social & analytics): Optimizely, Buffer, MailChimp, Google Adwords & Analytics, Python scripting

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Referees provided upon request.   #unswgoogle