

# ELAINE TSOI / TSOI YAN YAN

MULTIMEDIA ADVERTISING CREATOR · CREATIVE MEDIA BA

Crafting stories across visuals, brands, and emotions — from campaign planning to moving images.

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## PROFILE

I am a **Multimedia Advertising Creator** studying **Creative Media BA at City University of Hong Kong**. I enjoy turning data, everyday observations, and city stories into **strategic, emotionally driven advertising**. My practice spans **advertising planning, social media content, video editing, photography, and UI design**, with a visual style that emphasises **light & shadow, optimism, and human connection**.

## EDUCATION

Kowloon Tong Heung To Secondary School Hong Kong · 2017 – 2023

HKU SPACE

Hong Kong · 2023 – 2024

**City University of Hong Kong — School of Creative Media**

Hong Kong · 2025 – 2027

Bachelor of Arts in Creative Media

- Relevant courses: Advertising & Branding, Interactive Storytelling, Word · Sound · Image, Digital Video Production.
- Focus on **multimedia storytelling, visual communication, and advertising strategy**.

## EXPERIENCE & PROJECTS

**Advertising Campaign Projects (Student / Personal)**

2023 – 2025

Multimedia Advertising Creator · Concept to execution

- Planned integrated campaigns for brands such as **Dyson, Samsung, Lee Kum Kee, Doughnut backpack** (concept projects).
- Developed **brand positioning, USP, target audience personas, and media touchpoint maps** for each campaign.
- Produced **social media posts, key visual mockups, and short video storyboards** to visualise campaign ideas.
- Presented ideas through **high-tech, premium style slide decks** highlighting both strategic thinking and visual craft.

**Urban Back Alley Photo Exhibition (Group Project)**

2024

Curator · Visual researcher · Exhibition designer

- Co-curated an exhibition on **Hong Kong back-alley culture and micro-economies**, featuring works by Fan Ho, Michael Wolf, Ties van Brussel, and Leo Hon Li.
- Researched **urban renewal, informal labour, and hidden "gap spaces"** to build the exhibition narrative.
- Designed **collage-style boards, artefact labels, and spatial storytelling** using sound, light, and projection.

**"Wild Banyan Trees" Documentary / Photo Project**

2024

Director · Cinematographer · Editor

- Planned and shot a short documentary about **wild banyan trees** in Hong Kong's unmanaged natural spaces.
- Handled **location scouting, shot list / storyboard, voice-over script, and on-site sound recording**.
- Edited footage with focus on **rhythm, mood, and the relationship between city and nature**.

## CORE SKILLS

Advertising & Strategy

- Advertising planning & campaign structure
- Brand storytelling & positioning
- Creative concept development & copywriting

Content & Production

- Social media content planning & account operation
- Video shooting & editing (short-form / social)
- Photography: urban, street, portrait, documentary

Design & Digital

- Graphic design & layout for campaigns
- UI design for simple websites / landing pages
- Basic data visualisation & information graphics

## TOOLS

Adobe Premiere Pro

Adobe After Effects (basic)

Adobe Photoshop

Adobe Illustrator

Lightroom

Figma / XD

Canva / social media tools

Gamma & other AI tools

## ADDITIONAL EXPERIENCE

On-camera & Brand Ambassador Skills

- Comfortable speaking on camera for **product demos, campaign intros, and behind-the-scenes content**.
- Experience crafting **personal branding visuals** that match high-tech, premium brand styles.

## AWARDS & ACTIVITIES

- School / course project showcases in **advertising, photography, and interactive media**. (Details available in portfolio.)
- Active participation in **creative/media-related clubs, exhibitions, and workshops**.

## LANGUAGES

Cantonese · Native

Mandarin · Fluent

English · Normal

## PERSONAL

Personality: **optimistic, curious, outgoing, and diligent**. I enjoy exploring **city back alleys, everyday stories, and nature**, and translating them into visual narratives. Always hungry to experiment with new tools, aesthetics, and storytelling formats.