



# Portfolio

Jasmine Lam  
[yanyuetjasmine.profile@gmail.com](mailto:yanyuetjasmine.profile@gmail.com)



I can speak English,  
Cantonese, and Mandarin!

# Jasmine Lam

I'm a physics graduate and art entrepreneur passionate about technology, marketing, and design. I've managed social media for both my art business and a charity, utilising WordPress, SEO, and analytics to create engaging content. My blend of creativity and analytical skills allows me to support and grow the creative community.

## My Skills

MS Office



Design Tools



Video Editing



Analytics Tools



Website Design: HTML, CSS





## Example Project

### Charity event at The House of Lords

For the 10th Anniversary of the Woman Volunteer of the Year Award and The Lord Sheikh's Lifetime Achievement Award, I redesigned our marketing materials to make them more eye-catching. The new souvenir programme books were a huge hit, with visitors eagerly collecting them.

I also engaged with distinguished guests, including Lords, MPs, and councillors, to invite them to the event. Additionally, I coordinated with the House of Lords to arrange venues and manage event details, including contract budgeting.

# Marketing Materials



**BEFORE**

**AFTER**



- Reduce lengthy content
- Emphasise headlines
- Reader-friendly fonts and colours
- Keep necessary icon such as 'Compassionate & Caring', 'Be Inspired!'

# Online Marketing



## Website

### Before:

- Not SEO-focused
- No written content
- Only poster included

### After:

- Clear headline
- SEO-focused: volunteer, nomination
- Included contact information
- Included action points for visitors
- Included further action attachments: nomination forms

# Online Marketing

## SEO

### Project Keyword

Google search results for "10 woman volunteer of the year award". The top result is a video titled "CIAC 10TH WOMAN VOLUNTEER OF THE YEAR 2023 ...". Below it is another video titled "Nominations Open: 'CIAC 10th Woman Volunteer of the ...". The search bar at the top shows the query.

### Short-tail Keyword

Google search results for "volunteer ciac". The top result is a video titled "Volunteer". Below it is a link to the Chinese Information and Advice Centre's website. The search bar at the top shows the query.

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# Online Marketing

## Facebook

 Chinese Information and Advice Centre (CIAC)  
2023年8月23日 ·

🌟 Nominate Now for the 'CIAC 10th Woman Volunteer of the Year,' 'CIAC Community Champion,' and the 'Lord Sheikh's Lifetime Achievement Award!' 🌟

Time is ticking, and we're on the hunt for remarkable individuals who have left an indelible mark on society through their service. If you know someone who's a true beacon of volunteerism, it's your chance to shine the spotlight on them.

👉 Have you crossed paths with a passionate volunteer who embodies dedication?  
⭐ Is there someone whose commitment to community upliftment deserves recognition?

Your nomination can make a world of difference! Don't miss out on this opportunity to celebrate those who've gone above and beyond.

📅 Deadline: September 15, 2023  
✉️ Send your nominations to: info@ciac.co.uk  
⭐ Nomination form:

CIAC.CO.UK  
Nominations Open: 'CIAC 10th Woman Volunteer of the Year,' 'CIAC Community...  
An important reminder about the highly esteemed



- Updated Facebook posts regularly, including eye-catching emojis and external links to the company webpage.
- Uploaded last year's photos and videos for marketing purposes.

# Other Marketing Materials

## Designs for Lunar New Year of the Dragon Street Party at London Chinatown



## Designs for Lunar New Year Community Open Day at Royal Air Force Museum (RAF)



# More Flyer & Book Cover Designs

