



Portfolio

Jasmine Lam
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I can speak English,
Cantonese, and Mandarin!

Jasmine Lam

I'm an artist and art entrepreneur passionate about the creative industry and helping the art community thrive. I've managed social media for both my art business and a charity, using WordPress, SEO, and analytics to create engaging content. My blend of creativity and analytical skills help me 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

