

KA MAN CHENG Kabay

✉ kabay@live.hk
☎ +44 07 393939 726
📁 k0726.github.io/portfolio.pdf
🗣 English | Cantonese | Chinese
📍 Greater London

🎓 EDUCATION

University of St Andrews

(The Guardian University Guide 2023: #1)

With Merit 2021 – 2022

MSc in Data-Intensive Analysis

- Award: The best overall student with the highest mean

City University of Hong Kong

(QS World University Rankings 2018: #49)

First Class Honours 2015 – 2017

BA in Linguistics and Language Applications

California State University, Long Beach, United States

GPA 4.0/4.0 2017

Linguistics (Exchange programme)

🔧 SKILLS

Data Analysis

Google Analytics	•••••
Google Data Studio	•••••
Data Visualisation (Tableau)	••••
Statistical Modelling	••••
Data Mining	•••

Digital Marketing

SEM (Google / Bing)	•••••
SMM (Facebook / IG)	•••••

Languages

HTML / CSS	•••••
JavaScript	••••
R (Statistical Computing)	••••
SQL	•••

Creativity

Photoshop	••••
Dreamweaver	••••

📅 AVAILABILITY

Immediately available
(Visa sponsorship NOT required)

A data-driven Digital Marketing Analyst with 3.5 years of experience in performance marketing. Passionate about data and recently completed a Master's degree in Data-Intensive Analysis. Seeking a challenging, growth-oriented opportunity to leverage my expertise in translating complex data into actionable insights and advance as a Marketing Data Analyst.

Attention to detail | Problem-solving | Team player | Lifelong learning

📁 EXPERIENCE

Jun 2023 – Nov 2023

/ Assembly Global, London

(A market-leading global omnichannel media agency founded in the UK)

Paid Search Manager

- Managed client budgets exceeding £750K/month, creating tailored plans and forecasts to optimise resource allocation
- Analysed and optimised performance data to increase eCommerce conversions by +69% MoM and +104% YoY
- Conducted profitability analysis and segmented product data feeds by margins, leveraging automation to improve ROAS by +28%
- Automated performance reports, built campaign alerts, and managed product data feeds using SQL queries, reducing data processing time by 30%

Jun 2020 – Apr 2021

/ SHOPLINE, Hong Kong

(Top competitor of Shopify - The largest eCommerce solution platform in Asia)

Digital Marketing Specialist (Ad Team, Lead)

- Oversaw all paid marketing channels to drive B2B sales and lead generation for the company's SaaS business
- Managed online advertising campaigns (Search, Social, and Display) for 200+ SME eCommerce clients
- Analysed and restructured client campaigns to improve overall conversion rate (CVR) by +67% MoM and +141% YoY
- Led a team of 3 junior members, providing training to develop their analytical skills and digital marketing capabilities

May 2018 – Feb 2020

/ Assembly Global, Hong Kong

Performance Analyst (Jul 2019 – Feb 2020)

- Led 5+ client calls per week for client briefs and performance reviews
- Formulated tactics (e.g., bidding management, audience targeting, and remarketing strategies) to improve campaign efficiency
- Conducted competitor analysis and contributed strategies that achieved a +98% increase in clients' online brand awareness
- Structured presentations and contributed insightful content for 4 client pitches

Junior Analyst (May 2018 – Jun 2019)

- Built, developed, and managed digital campaigns across multiple networks (Google, Bing, Facebook, and Instagram) for 5+ clients
- Created ad copy and keyword proposals based on client briefs
- Executed A/B testing continuously on ad copy and targeting, enhancing click-through rate (CTR) by +77%
- Generated performance reports and built trackers for performance monitoring using advanced Excel skills, reducing manual effort

📄 TRAINING & CERTIFICATIONS

2021	HKTDC Digital Marketing Workshop - Google Ads (Speaker)
2020	Google Analytics Individual Qualification
2020	Advanced Google Analytics Course Certification
2019	Google Digital Guru Black Belt
2019	Facebook Blueprint Media Planning Training (Participant)
2018	Google Ads Search / Display / Shopping Certifications