KA MAN CHENG
Kabay

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📁 k0726.github.io/portfolio.pdf
🔤 English | Cantonese | Chinese
📍 Reading, UK (Willing to relocate)

A data-driven Digital Marketing Analyst with 3 years of experience in performance marketing. Passionate about data and recently completed a Master's degree in Data-Intensive Analysis. Seeking a challenging and career-advancing opportunity to leverage my expertise in translating complex data into actionable insights and grow as a Performance Marketing Analyst.

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

🎓 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

💼 EXPERIENCE

Jun 2020 – Apr 2021   **/SHOPLINE**
(Top competitor of Shopify - The largest eCommerce solution platform in Asia)
Digital Marketing Specialist (Ad Team, Lead)
   - Managed online advertising campaigns (Search, Social & Display) for 200+ SME eCommerce clients of the company
   - Analysed & restructured clients' campaigns to improve overall conversion rate (CVR) - MoM by 67% & YoY by 141%
   - Led a team of 3 junior members & provided training to develop their analytical skills & digital marketing capabilities

May 2018 – Feb 2020   **/ForwardPMX**
   (A market-leading global omnichannel media agency founded in the UK)
Performance Analyst (Jul 2019 – Feb 2020)
   - Analysed & optimised performance data to boost eCommerce conversions - MoM by 39% & YoY by 104%
   - Conducted competitor analysis & contributed strategies to increase client's brand awareness online by 98%
   - Automated performance reports, built campaign alerts & managed product data feeds using SQL queries to minimise data processing time by 30%
   - Structured presentations & contributed insightful content for 7 client pitches - 3 win pitches (43% successful rate)
Junior Analyst (Dec 2018 – Jun 2019)
   - Managed client's budget & tailored budget plans & forecasts
   - Led 7+ client calls a week for client briefs & performance reviews
   - Formulated tactics (bidding management, audience targeting & remarketing strategies etc.) to improve campaign efficiencies
   - Executed A/B testing continuously on ad copies & targeting to enhance click-through rate (CTR) by 77%
Trainee Analyst (May 2018 – Nov 2018)
   - Built, developed & managed digital campaigns across different networks (Google, Bing, Facebook & Instagram) for 5+ clients
   - Created ad copies & keyword proposals from client briefs
   - Generated performance reports & built trackers for performance monitoring using advanced Excel skills to reduce manual efforts

📜 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