

# Ling W

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[TeekDev.com](https://TeekDev.com)

## Summary

I'm a front-end developer passionate about creating custom web experiences, with good command of HTML, CSS, SCSS and JavaScript, as well as experience in customising WordPress FSE themes. Visit [TeekDev.com](https://TeekDev.com) for my portfolio. I'm currently available for hire.

## Experience

### TeekDev.com

#### Front-end Developer

Sep 2022 - Present · Self-employed

- I've always had an interest in web development, even though my education led me to different jobs in the field of marketing. However, my passion for web development never went away. After moving to the UK, I decided to begin a new chapter in my career by pursuing my dream of becoming a web developer. Front-end development is now at the heart of my plans, and TeekDev.com is the portfolio website where I showcase my latest work.
- I have a good command of HTML, CSS, SCSS and JavaScript, with experience in customising WordPress FSE themes.

#### Dad-on-the-move (relocating)

Jul 2022 - Sep 2022 (3 months)

- Uprooted my life and moved to the other side of the world with my family, which was the biggest event in my life so far.

### South China Morning Post

#### Assistant Events Manager, Marketing Solutions

Oct 2019 - Jul 2022 (2 years 10 months) · Full-time

- A privilege to be part of Morning Studio, an award-winning creative house providing advertisers with integrated marketing solutions under SCMP, Hong Kong's oldest English newspaper published since 1903.

- Played a pivotal role in organising successful virtual, in-person and hybrid events for high-profile clients, including Swire Properties, Hong Kong Tourism Board, Brand Hong Kong and EPOS.
- Strived to embrace emerging technologies in turning an offline event into an online success, with a keen eye for UX / UI details.
- Broadened my career horizons by serving as a project manager in multiple content projects for big-name clients, including Alibaba Entrepreneurs Fund, Kerry Properties, Sino Group and Hong Kong Science and Technology Parks.

### **Account Manager, Marketing Solutions**

Apr 2019 - Sep 2019 (6 months) · Full-time

- Responsible for project scoping, pricing and scheduling. Successfully led projects to profitability and customer satisfaction.
- Initiated meetings with clients to identify project objectives, and align expectations within the clients and internal teams.
- Collaborated with cross-functional teams from start to finish of projects – from winning business pitches to achieving project goals ultimately.
- Successfully produced events for big-name clients, including Deutsche Bank Wealth Management, Henderson Development Agency and Hong Kong Federation of Insurers.

### **Senior Marketing Executive, Marketing Solutions**

Oct 2017 - Mar 2019 (1 year 6 months) · Full-time

- Coordinated with internal teams for timely and quality delivery of client deliverables, while maintaining a highly positive and collaborative team environment.
- Served as the primary point of contact for client requests and daily management of project deliverables.

### **Senior Marketing Executive, Education Post**

Feb 2016 - Sep 2017 (1 year 8 months) · Full-time

- Implemented digital development and marketing plans for Education Post, the online education media arm of SCMP. Collaborated with internal teams, including sales, content, circulation, design, IT development and various third-party vendors to execute and launch a range of digital products and promotions.
- Performed end-to-end event management for all own branded and client events such as conferences and exhibitions.

## **King & Country Ltd.**

### **Sales & Marketing Executive**

May 2013 - Feb 2016 (2 years 10 months) · Full-time

- Planned and executed multi-dimensional marketing plans to maximise exposure to a niche target audience of miniature collectors.

## **Bayard Presse Asia - Le Grain De Seneve Publishing Co., Ltd.**

### **Marketing Executive**

Feb 2011 - Apr 2013 (2 years 3 months) · Full-time

- Increased subscription numbers for print and digital publishing products through online and offline marketing channels.

## **Education**

- **University of Hull**  
Bachelor of Arts - BA, Marketing and Management
- **St. Mark's School**
- **SKH St. Michael's Primary School**