

About Me

- With 9+ years of B2C/B2B product and digital marketing experience in the IT, FMCG and Education industries
- Experience across sale and marketing field from marketing strategic planning and execution to account and project management
- Expert in delivering ATL and BTL digital marketing project with social media channel, search engines (SEO/SEM/GDN), and e-commerce platforms (WordPress/ Shopify/ Shopline, etc)
- Strong proven record of solid hand-on experience in Strategic planning, content marketing and PPC advertising such as Google Adwords and Meta Business Manager platform, etc.
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Work Experience

Marketing Manger | Clear Visual Communications Limited | Manchester

Apr 2023 to Now

Accomplishments:

- Increased company monthly leads number to **200%+** within the same budget
- Succeeded in securing Vendor Marketing Fund to the value of **£23,000+** per annum
- Lowered the CPC to **64%** for better performance of Google Adwords
- Maintain relationship and business with key vendors eg. **Logitech, Yealink, Poly**

Responsibility:

- Leading and overseeing Marketing Team to maximise company profit and leads generation.
- Daily monitoring of Google Adwords, Hotspot, Hotjar, Google Analytics platform to ensure the PPC ads meet the KPI
- Analysing marketing budgets, preparing annual marketing strategic plans, scheduling expenditures, and ensuring meeting the company KPI
- Collaborating all the company events and join the tech show as the company representative
- Working in a multi-cultural environment through working regularly with customers and vendors from different countries

Senior Marketing & Planning Manager | IMarComm | Hong Kong

Jul 2017 to Aug 2022 (5 years, 2 months)

Accomplishments:

- Increased company **GP to 200%+** YoY in 2021/22 and reached a record high over the years
 - Succeeded in pitching Fortune 500 clients including **Bayer, Prizer, Dell, Kimberly-Clark, MGM** in becoming the company customers
- Maintained relationship and business with key clients eg. **Adidas, Redbull, Panasonic, Durex, Nippon Paint, Ribena, Tech Data, Dettol, etc.**
- Developed **Strategic Marketing Planning** for company key account as above in total over **3 million GBP**
- Generated over **£500,000 revenue** in the 2021/22 financial year
- Built the revenue of up a kick-start digital agency from **£1000 to £500,000 per annum**
- Expanded a start-up company from 3 to 20 employees

Responsibility:

- Driving business development and key account management activities with existing and potential clients from developing marketing strategy to campaign launching with KPI achieved
- Analysing budgets, preparing annual budget plans, scheduling expenditures, and ensuring the targets and goals' accomplishment of the sales team
- Leading and overseeing business with 20+ employees to maximise company profit and enhancing business model including but not limited to recruitment, training, coaching, and management
- Setting and bidding of PPC and multi digital marketing platform
- Working in a multi-cultural environment through working regularly with customers from different countries

Kit Yi AU

Passionate Marketer and Lifelong Learner Work Experience (Continue)

Location: Manchester
E-mail: kityiau94@gmail.com
Contact Number: 077-7662-1518

Assistant PR and Marketing Manager | VS Media | Hong Kong

Mar 2017 to June 2017 (4 months)

Accomplishments:

- Hosted a talk and workshop for over **30+ media agencies** entitled "Social Media Trend in future"
- Lined up over **15+ Hong Kong Top YouTubers** to build up partner relationship with company
- Built up an impressive company image by organising "Placement Tour" among famous Universities

Responsibility:

- Communicating with existing and potential YouTubers and KOLs from developing marketing strategy to building up their personal image with KPI achieved
- Train YouTuber and KOL with essential marketing knowledge
- Ability to work in a multi-cultural environment through regularly working with colleagues

Senior Marketing Officer | Modern Education | Hong Kong

Hong Kong No.1 Chain Tutorial center have with 1000+ employees

July 2014 to Jan 2017 (2 years, 7 months)

Accomplishments:

- Achieved **130% KPIs and Revenue** of within the same marketing budget
- Collaborate Overseas events with different universities from United Kingdom, Australia, USA, such as **University of Surrey, University of Sheffield, Queensland University of Technology, etc**
- Lined up with the Coca Cola company for sponsorship of internal face to face event with over **20000+ high school students as participants**

Responsibility:

- Planning and implementing marketing strategy to ensure the business reach the KPIs as set by the director board
- Overseeing all digital marketing strategies of company and maintaining the revenue growth
- Coordinating marketing events, handling PR & media relationship
- Working closely with internal stakeholders, vendors and agencies
- Collaborating with other business partners to build up company brands by joint ventures and sponsorship

Digital Marketing Executive | Luxey Online Solution| Hong Kong

Sep 2013 to Jul 2014 (11 months)

- Create, manage and analyse Search Engine Management
- Create, develop and implement social media campaign for clients
- Manage online marketing campaign (SEM, display, mobile, email marketing & social media) for corporate clients
- Work closely with corporate clients

Reporter | Kodomo Communications Limited| Hong Kong

Nov 2011 to Nov 2012 (1 years, 1 months)

- Ads Copy Writing
- Write magazine article

Key Skills

Search engines (SEO/SEM/GDN)
Social Media (Facebook/Instagram/YouTube)
Digital Marketing (Google Ads/ Google analytics/Facebook advertising/Hotspot /Hotjar/ SEMrush)
E-commerce platform(Wordpress/ Shopify/Shoptline)
Content marketing
Email marketing (Mailchimp)
Communication skills
Customer service
Problem-solving skills
Time management skills

Education Background

Bachelor of Arts (Hons) Degree in Chinese Language & Literature

Hong Kong Shue Yan University

Class of 2013

Associate Degree in Applied Chinese Studies

Community College of City
University

Class of 2010

HKTA The Yuen Yuen Institute No.2 Secondary School

High School 2000-2008

Languages

Fluent in speaking and written English
Fluent in speaking Mandarin/ Cantonese
and written Chinese