

# Curriculum Vitae

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## **Summary**

- SEO content specialist
- Revenue, ranking and traffic track record
- Expert in Wordpress, Semrush, Google Analytics, Canva
- Social Media Management : Red, IG, FB, Treads, X, LinkedIn
- Fast learner and open minded, international insight

## **Education**

Year	Institution
2019	University of Leicester <ul style="list-style-type: none"><li>• Postgraduate Certificate in Finance</li></ul>
2012	Hong Kong Polytechnic University <ul style="list-style-type: none"><li>• BA (Hons) in Chinese and Bilingual Studies</li></ul>

## **IT & LANGUAGES**

Computer Proficiency	Microsoft Office & Google Docs, Adobe Photoshop, Canva, Wordpress, Google Console, Google Analytics
	Major Social Media Networks: Red, WeChat, LinkedIn, FB, IG, YT, TikTok etc
Language Proficiency	Fluent English, Native Cantonese and Mandarin

## Working Experience

Period	Company	Position	Main Duties
02/2024 to Present	Advantage Investment, Liverpool	Content Creator	<ul style="list-style-type: none"><li>Fully in charge of web content SEO for both UK and Spain site, including keyword research, content writing, on-page and off-page SEO, and identify tech SEO issues</li><li>Boosted relevant keywords organic ranking surpassing market leaders immediately after joining the team</li><li>Content creation of Blogs, Social Media Ad copies and Email copies to generate leads</li></ul>
07/2023 to 08/2023	Panda Residential Limited, London	Content Manager	<ul style="list-style-type: none"><li>Fully in charge of SEO blog content creation on Property topics</li><li>Social media copies</li><li>Lead generation</li></ul>

<p>04/2022 to Present (Remote Contract)</p> <p>03/2021 to 04/2022 (Full Time, Perm)</p>	<p>Economic Digest, New Media Group, Hong Kong</p>	<p>Content Manager</p>	<ul style="list-style-type: none"> <li>• Monthly page view over 30million in a 7 million population city</li> <li>• website programmatic revenue over 250K HKD monthly, plus app revenue, paid content revenue and ad revenue</li> <li>• Fully responsible on all web content, including SEO articles and Ad copies</li> <li>• Lead the content team to achieve web traffic, programmatic revenue, and social media engagement KPI</li> <li>• Decide content direction and brand strategy</li> <li>• Recruit new team members and assign jobs effectively</li> <li>• Keep good contact and relationship with PR, columnist and stock commentators</li> </ul>
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04/2020 to 02/2021	Business Focus, Presslogic	Senior Editor	<ul style="list-style-type: none"> <li>● Decide page and website contents daily</li> <li>● Amend brand and page strategy</li> <li>● Recruit new team members and assign jobs accordingly</li> <li>● Keep good contact and relationship with PR, columnist and stock commentators</li> <li>● Edit contents written by reporters and junior editors</li> <li>● Write in-depth articles</li> <li>● Monitor and improve SEO, social media engagements, website page view and KPI</li> <li>● Help to start up the brand “marketfocus”</li> <li>● Help to monitor Live program by marketfocus</li> <li>● Help to edit advertorials written by project editors when needed</li> </ul>
10/2019 to 04/2020	ENRICH PUBLISHING LIMITED	Senior Editor	<ul style="list-style-type: none"> <li>● Responsible for the finance &amp; investment books, and digital development</li> <li>● Liaise with authors and KOLs for the book and digital content execution</li> <li>● Co-ordinate the promotion for the finance &amp; investment books, and relevant digital content</li> </ul>
08/2016 to 10/2019	AASTOCKS LIMITED	Reporter (Finance)	<ul style="list-style-type: none"> <li>● Attend press conference and Conduct real time finance news</li> <li>● Translate research reports by investment banks</li> <li>● Research for and write exclusive coverage regarding financial markets, especially the Property Sector</li> </ul>

07/2015 to 03/2016	Ming Pao Weekly	Reporter (Fi-nance)	<ul style="list-style-type: none"> <li>Started up and wholly responsible for the Finance Section of the magazine</li> </ul>
04/2014 to 05/2015	Cre8 (Greater China) Limited	Quality As-surance Offi-cer	<ul style="list-style-type: none"> <li>Translate and manage investor communication materials such as annual reports, prospectus and circu-lars</li> <li>Coordinate seamless project production with clients, the customer rela-tion team and the typeset-ting team</li> </ul>
01/2013 to 01/2014	Economic Digest, New Media Group	Reporter	<ul style="list-style-type: none"> <li>Interview managements of listed companies and write in-depth articles</li> <li>Conduct research and write analytical articles regarding different business sectors</li> <li>Interview financial analysts and write daily online ma-terials</li> <li>Translate and summarize banks' research reports</li> </ul>
05/2012 to 01/2013	Sky Post, Hong Kong Economic Times Ltd	Editor	<ul style="list-style-type: none"> <li>Edit and write news articles</li> <li>Translate and proofread articles</li> <li>Facilitate cooperation be-tween colleagues</li> </ul>