

# Kit Yi AU

## Passionate Marketer and Lifelong Learner

Location: Manchester

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Contact Number: 077-7662-1518

### About Me

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- 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

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#### 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

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## Passionate Marketer and Lifelong Learner Work Experience (Continue)

### 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

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## 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/Shopline)
- 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