

Versatile and highly resourceful professional with hands-on experience in digital marketing, research and analysis, marketing and PR, content development, and client relationship management. Well-prepared to excel at the role of Marketing Assistant.

Experienced in developing compelling marketing campaigns aligned with the target audience's preferences. Strive to boost brand awareness, customer engagement, and sales. Adept at gathering information and transform complex data into data-driven reports. Refined communications, proficient in building and delivering presentations while building productive relationships with multidisciplinary functions, clients, and senior leadership.

## Areas of Expertise

- Market Monitoring & Research
- Marketing Strategy Building
- Event Organisation
- Social Media Marketing
- Social Media Management
- Client & Public Relations
- Project Management
- Digital & Content Marketing
- Team Leadership & Training

## Professional Experience

### Project Officer – Research & Analysis

6/2023 – 8/2024

Employers' Federation of Hong Kong

Hong Kong

Carried out comprehensive research and presented data-driven findings to representatives and decision-making boards using data analysis tools, including SPSS and R programming. Contributed towards public engagement by delivering written material in English and Chinese languages for senior internal stakeholders.

#### Key Contributions:

- Headed and delivered 10+ evidence-based research projects along with 18+ informative conferences.
- Expedited ongoing initiatives by fostering productive relationships with diverse stakeholders, business groups, and NGOs locally and globally.

### Account Executive – PR Services & Marketing

7/2022 – 2/2023

Wasabi Creation Public Relations & Communications Limited

Hong Kong

Spearheaded 8+ marketing campaigns and engagement events by delivering compelling PR and marketing strategies while evaluating campaign performance via Google Analytics. Managed attribution modelling as well as recommended corrective actions and improvement strategies, which improved campaign effectiveness. Offered support for coordinating special events, product launches, and promotional activities.

#### Key Contributions:

- Increased CTR (click-through rate) by 19.7% and maintained the same CPC (cost per click) based on innovative media solutions, data analysis tools, and strategic planning.
- Enabled a client to achieve 50+ media coverages and secure 3 feature interviews for city events in 3 days through robust brand building and social media marketing initiatives.
- Boosted the clients' market presence by creating diverse communication assets along with creative marketing content, including but not limited to press releases, speeches, media responses, pitched stories, and Infographics.

### Communication & Digital Creation Intern (Remote)

6/2022 – 8/2022

Catalyse Change (Empowerment NGO)

Bristol, UK

Facilitated the development and execution of digital content strategies as well as produced engaging content for digital platforms such as social media, blogs, and websites. Assisted the team members to develop and implement digital marketing campaigns. Produced marketing performance evaluation reports based on monitoring and analysis.

## Key Contributions:

- Supported the Catalyse Change and international environmental and gender equity organisations to put forward advocacy for legislation by facilitating multilateral policy summits.
- Significantly enhanced public concerns and engagement for environmental conservation by crafting environmental proclamations and launching petitions on social media.
- Boosted morale and engagement along with professional development and chances of employability of women under 25 and non-binary people by organising training and mentoring programmes.

## Volunteering & Other Activities

**Committee Member** | Hong Kong Occupational Safety and Health Award 2023 – Hong Kong 7/2023 – 8/2024

- Discussed award criteria and selection process in committee meetings; selected winners in 9 award categories.
- Offered workplace health and safety guidelines to multiple enterprises/organisations.

**Vice Chairman** | Department Orientation Camp Committee in CUHK – Hong Kong 5/2021 – 8/2021

- Administered communication channels to maintain liaison among 6 subordinated committees and 31 participants.
- Played a vital role in raising HKD \$12K for executive purposes and secured free sponsorships.

**Committee Member** | HKUYAS Student Exchange Network – Hong Kong 9/2019 – 6/2020

- Conducted interviews and managed the selection process, selecting 50+ youth candidates from local universities for the 2020 internship programme.
- Initiated communication with 8 local universities while arranging venues for youth engagement activities.

## Education

**M.Sc., International Social & Public Policy** 9/2024 – 8/2025  
The London School of Economics and Political Science (LSE) London, UK

- Awards: Young Scholars, 2023 & 2024

**B.S.Sc., Govt. & Public Administration, Communication & Journalism (GPA: 2:1, Upper 2nd Class Hons)** 9/2018 – 7/2022  
The Chinese University of Hong Kong (CUHK) Hong Kong

- Awards: College Head's List 2021 & 2022 / Department & Programme Scholarships (Top 5% of Major)

## Languages

**English** – Proficient | **Cantonese** – Native | **Mandarin** – Native | **French** – Beginner

## Technical Proficiencies

SQL, R, | Google Analytics, SWOT Analysis | SPSS | Canva | SEO | MS Office (Excel, PowerPoint) | Adobe Photoshop, Adobe Illustrator | Gmail, Drive, Docs | Canva