

**EXPERIENCE**

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**Digital Manager, Havas Worldwide (HK) Limited, Hong Kong****Jan 2023 - Apr 2024****Performance Planner****Jul 2021 - Jan 2023****Digital Executive****Jul 2019 - Jul 2021**

- Increased client ROI by developing comprehensive media & communication strategies / tactics across online and offline channels,
- Managed client expectations, executed A/B testing, continuously refining campaigns in driving conversions, leads, and high-quality traffic, ensuring the achievement of KPIs across local, regional (APAC), and global markets,
- Led regional & local media planning for annual & campaign-based initiatives (e.g., paid social, search, programmatic, native ads, etc.)
- Supervised and mentored a media executive and an intern, providing guidance on campaign execution, performance analysis, and day-to-day tasks to ensure alignment with strategic goals and deliverables,
- Fostered strong relationships with clients, partner agencies, media vendors, KOLs and internal teams,
- Conducted detailed competitive research (e.g., Nielsen, GWI, Brandwatch) to identify market trends & opportunities in reaching prospects.
- **Key Clients:**
  - E-commerce: Lululemon (APAC), BAPE (Global), Havaianas (APAC)
  - Banking: BNP Paribas (APAC) – Corporate & Investment Banking (CIB), Asset Management, Warrants, Wealth Management
  - Tertiary Education: The Chinese University of Hong Kong (MBA)(APAC), Hong Kong Metropolitan University (Greater China)
- **Achievements:**
  - Activated Havaianas brand e-commerce website in APAC, managing paid social activities to drive conversions and quality traffic to website, while devising targeted strategies / tactics,
  - Extended BNP Paribas business from media buy to SEO / SEM / social management & dynamic creative promotion,
  - Initiated branding campaigns for BNP Paribas to reach high-net-worth individuals through both online & offline channels.

**Media Executive, IPG Mediabrands (HK) Limited, Hong Kong****Jan 2018 - Jan 2019**

- Collaborated closely with clients & vendors to deliver marketing and branding campaigns across online platforms (e.g., Facebook, Instagram, LinkedIn, Twitter, Weibo, MarketO, etc.) & offline channels (e.g., billboards, poster on wall, shelters, prints, TV, etc.),
- Generated competitive reports, and analysed media trends using tools (e.g., Admango, eTelmar, ComScore, etc.), offering actionable insights and recommendations for campaign optimisation and improvements.
- **Key Clients:**
  - FMCG (Glad & Clorox)
  - Pharmaceutical (MSD)
  - Health Supplements (Blackmores)
  - Tertiary Education (OUHK)
  - Investment (M&G Investments)
  - Government Department (BrandHK)
  - Tourism (Tourism Australia, Turkish Airlines)
  - Exhibition (Art Basel)

**EDUCATION**

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**Warwick Business School, University of Warwick, Coventry, United Kingdom****Sep 2016 - Nov 2017****MSc Marketing and Strategy: Merit**

Modules included: Strategic Management, Service Marketing, Global Branding, Marketing of Luxury Products & Services, Marketing Management, Environment of Business

Dissertation - "Anthropomorphised Spokes-characters and Word-of-mouth Communications"

**University of Sussex, East Sussex, United Kingdom****Sep 2013 - Jun 2016****BSc Marketing and Management: 2:1**

Modules included: Accounting, Organisational Behaviour, Project Management, Operations Management, Marketing Communications, Marketing Research, Buyer Behaviour, Information Systems, Marketing Strategy, International Marketing, Digital Marketing

Research Project - "Signal Visibility in Luxuries and Electronic Word-of-mouth Communications"

**HONOURS & ACTIVITIES**

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**Founder and President of Board Game Society, University of Sussex****2014 - 2016**

- Founded the society, embedding the core values of 'PLAYS' - Play, Learn, be Active, Young, and Share,
- Coordinated with Student Union & other societies for joint events, while actively recruiting new members and securing sponsorships.

**Vice President of Walking Society, University of Sussex****2014 - 2016**

- Led the scheduling & coordination of walks, promoting events through social media to increase participation,
- Developed contingency plans to address potential risks and ensure the smooth execution of events.

**SKILLS & ABILITIES**

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**Languages:** English (Fluent), Cantonese (Native), Mandarin (Fluent)

**Technical Skills:** Google Campaign Manager 360 (DCM), Google Analytics 4 (GA4), Google Looker Studio (Data Studio), Adobe Analytics, Sprinklr, Meta (Facebook) Ads Manager, LinkedIn Campaign Manager, Adobe Photoshop, Microsoft Word, Excel, PowerPoint, Final Cut Pro  
**Typing:** English 58 - 63 wpm, Chinese 43 - 47 wpm

**Certifications:** Facebook Blueprint Certified – Media Planning Professional (Oct 2025), Board Gaming Instructor (Advanced), WSET Level 2 Award in Wines & Spirits, Korea Perfumer Instructor Association (KPIA) Professional Perfumer Instructor Course