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## AREAS OF EXPERTISE

Social Media Marketing

Graphic Design

Public Speaking

Public Relations

Cross-cultural  
Communication Skills

Adobe Creative Suite  
(Photoshop, AI, Indesign  
and Premiere Pro)

Microsoft Office Suite

## LANGUAGES

Cantonese  
*Native or Bilingual Proficiency*

English  
*Full Professional Proficiency*

Mandarin  
*Professional Working Proficiency*

## INTERESTS

Travelling

Singing

# Tse Sum Lin , Samson

## Media and Communication Undergraduate

A resourceful, detail-oriented and self-motivated media and communication student with a can-do attitude and hands-on experience in the marketing communications field. Creative and innovative team player with well-honed interpersonal and communication skills. Currently looking for some internship opportunities to expand industry exposure.

## EDUCATION

### Bachelor of Arts in Media and Communication

#### City University of Hong Kong

2016 – Present

##### Courses

- Scored A- in University English, Popular Culture and Social Life, Internet Communication and Advertising Production Design
- Admitted as an exchange student at University of Waterloo, Canada

## WORK EXPERIENCE

### Part Time Communications Officer (Intern)

#### CEDAR Fund

03/2020 – Present

Hong Kong

##### Achievements/Tasks

- Created static and interactive graphics for social media platforms, various publications, educational materials, marketing collaterals, websites and videos
- Assisted in drafting, translating and proofreading of both online and print publications
- Oversaw social media campaigns (Facebook & Instagram) and day-to-day activities, including content creation and advertising management.

### Content Creator

#### Youtube

11/2019 – Present

Hong Kong

##### Achievements/Tasks

- Founded a Youtube channel with intriguing videos including travel vlogs and interview clips
- Achieved more than 60,000 views with a travel vlog introducing various Singapore attractions
- Interviewed with a composer, namely Alan Tam who has been working at TVB (The Voice Entertainment Group Limited) for 5 years and his sister (Kayee Tam) is also a well-known singer

Link of my channel: <https://www.youtube.com/channel/UCZdmlpRRa66Ohwd1jn3Lj-A>

### Part Time Digital Marketing Coordinator

#### K-Matrix Digital Intelligence Limited

07/2018 – 08/2019

Hong Kong

##### Achievements/Tasks

- Utilized industry data to carry out competitive analysis based on social big data tools
- Conducted daily media monitoring for reputation management services to clients
- Assisted in digital marketing projects such as social media account management

## EXTRA-CURRICULAR ACTIVITIES/ORGANIZATIONS

### AIESEC in CityU (10/2017 – 06/2018)

Branding and Marketing Officer

## CERTIFICATES

### IELTS - Academic Test

Overall Band Score 7.0 (Reading: 7.5 and Speaking: 7.5), CEFR Level C1