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Portfolio



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## SKILLS

Copywriting

SEO (Search Engine Optimisation)

Content Marketing

Social media marketing

Public Speaking

Public Relations

Translation

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

# Sum Lin Tse, Samson

## Media and Communication Graduate

A resourceful, detail-oriented, and self-motivated media and communication graduate with a demonstrated history of working in the information technology sector and hands-on experience in marketing communications. Creative and innovative team player with well-honed interpersonal and communication skills. Passionate about developing my future career in digital marketing field.

## EDUCATION

### Bachelor of Arts in Media and Communication

City University of Hong Kong

09/2016 - 06/2021

Upper Second Class Honours

#### Courses

- Scored A- in University English, Popular Culture and Social Life, Internet Communication, Advertising Production Design and Exploring Hong Kong: History, Culture and Society
- Admitted as an exchange student at University of Waterloo, Canada (The programme was cancelled due to COVID-19)

## WORK EXPERIENCE

### Marketing Executive

Juicyapp Limited

12/2020 - 2021

Hong Kong

Juicyapp is an IT company providing services & products to extend your CRM strategy to mobile world, helping businesses to engage and retain customer.

#### Achievements/Tasks

- Assist manager in planning and executing digital marketing and CRM campaigns to raise positive awareness
- Drive SEO rankings, brand awareness, targeted impressions and WOM initiatives through various marketing channels
- Managed and evaluate social media campaigns' performance and reviewed all website content in order to optimise it

### Digital Marketing Intern

EventXtra Limited (The company is now called "EventX Limited")

08/2020 - 10/2020

EventXtra is one of the growing companies in the event technology industry, which focuses on the APAC market. Their clients include Apple, Facebook, Alibaba, Bloomberg and other multinational corporate. Now, they are expanding to overseas countries, including Japan, Korea, South East Asia & China.

#### Achievements/Tasks

- Created valuable marketing content and material for channel distribution
- Assisted in planning & implementation of social media campaigns and general marketing activities including content marketing, SEO, email campaigns and corporate client offers
- Developed B2B business, including market research and competitor analysis preparation, brand awareness promotion, B2B event execution

### Part Time Digital Marketing Coordinator

K-Matrix Digital Intelligence Limited

07/2018 - 08/2019

#### 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

## LANGUAGES

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Mandarin

Professional Working Proficiency

## EXTRA-CURRICULAR ACTIVITIES/ORGANIZATIONS

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### Branding and Marketing Officer

#### AIESEC in CityU

10/2017 - 06/2018

Hong Kong

AIESEC is a global, non-political, independent, non-profit organisation run by students and recent graduates of institutes of higher education. The organisation is committed to providing young people with leadership development, cross-cultural global internships, and volunteer exchange experiences around the world. It is represented in 2400 academic institutions across 128 countries with more than 100,000 members.

##### Tasks/Achievements

- Created well-researched, informative and engaging content that communicates key products benefits and managed fully-integrated social media campaigns on Facebook
- Liaised with external parties and coordinated with internal departments for daily operations
- Aided in organizing the branding event at CityU to promote different overseas programs

## TEACHING EXPERIENCE

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### Part Time DSE English Tutor

#### Charles Darwin Education Centre

11/2020 - 06/2021

Hong Kong

##### Tasks/Achievements

- Planned and implemented lessons that consisted of skill-building techniques for reading, writing, listening, and speaking
- Provided instructional tutoring and assistance to about 100 high school students by helping them with grammatical concepts, specific problems, homework, test preparation, and effective use of textbooks and instructional materials.
- Improved academic success and independent learning among students through effective teaching techniques.

### Summer English Tutor (Writing and Oral)

#### HOI KAM PIANO CO.

07/2017 - 08/2017

Hong Kong

##### Tasks/Achievements

- Designed and implemented English new positive-reinforcement classroom management plan
- Adopted an interactive and bidirectional teaching approach to polish students' both written and spoken English
- Initiated assessment plan to evaluate student learning progress and outcomes

### Part Time English Tutor

#### Caritas Institute of Community Education

03/2017 - 05/2017

Hong Kong

##### Tasks/Achievements

- Provided a wide range of learning materials and resources for in-class educational activities
- Polished students' language proficiency in English through an interactive teaching approach
- Assigned and graded classwork, assignments and tests on a regular basis

## CERTIFICATES

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### IELTS - Academic Test

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

## EXPECTED SALARY

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Negotiable

## AVAILABILITY

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Early July