

### WORK EXPERIENCE

#### Marketing Specialist @HelloFresh

August 2023 – Present

I lead the creative and content development of marketing campaigns to drive engagement and conversions. To combat creative fatigue, I run A/B tests on direct mail designs and invest in top-performing creatives for maximum impact.

- Managed end-to-end creative briefing process, from leading marketing plans with writers and designers, to ensuring the quality of promotional materials that deliver intended customer experience.
- Built a self-updating customer insights dashboard with data team to guide content decisions, saving \$100K in A/B testing costs and freeing up 10+ hours per month for creating additional assets.
- Strategized 150+ A/B tests to refine brand messaging for HelloFresh, ChefsPlate, and Factor, improving brand awareness, CTR, and CR while optimizing cost per acquisition.
- Developed an OOH brand campaign featuring posters with voucher codes in high-foot-traffic areas, generating 8M impressions and driving a 35% conversion lift in two weeks through pre- and post-conversion analysis based on geographic holdouts.
- Initiated and led a direct mail plating competition to gamify the cooking experience and boost brand awareness.

#### Marketing Specialist @ExperiencePoint

October 2021 – September 2023

Managed brand storytelling and content marketing through paid social, SEO, and email marketing, driving engagement and generating leads.

- Rebranded a struggling newsletter by redesigning the sign-up journey and strengthening CTAs, resulting in a 2% MoM increase in sign-ups and a 12% YoY increase in SQLs.
- Streamlined lead generation for email and paid social campaigns using HubSpot and Salesforce.
- Increased organic traffic by 35% by optimizing key content pages for Google first-page ranking, leveraging keyword mapping and backlink partnerships.
- Strengthened brand authority and customer loyalty by positioning the company as a trusted leader through paid social campaigns on Meta and LinkedIn.

#### Content Specialist @HSBC Bank

March 2020 – April 2021

Built HSBC's online magazine business community from zero to 20,000 members within a year by leveraging strategic content marketing through social media, SEO, and newsletters.

- Boosted brand engagement and subscriber growth by directing content strategy, managing writers, and integrating paid campaigns, leading to 150+ sign-ups per blog post.

## WORK EXPERIENCE CONT.

- Collaborated with Legal & Compliance to ensure content aligned with banking regulations and brand standards.
- Curated high-value, member-exclusive newsletter content, fostering engagement and brand loyalty within the business community.
- Developed SEO-driven brand storytelling, achieving 90% first-page Google rankings and increasing organic traffic by 25% MoM.
- Refined keyword tracking, backlinking, and technical SEO elements to strengthen lead generation performance.

### Marketing Copywriter @Uber Technologies Inc

October 2019 – February 2020

- Strengthened Uber's brand positioning by identifying market gaps and expanding messaging to young professionals and caretaker audiences, increasing Uber Assist conversions by 370%.
- Optimized email performance through A/B testing, refining messaging to drive engagement and conversion growth.
- Created high-impact promotional content across social media, paid social, email, SMS, and direct mail to drive product adoption.

---

## SKILLS SUMMARY

- Project management
- Content strategizing & SEO
- Paid social & native social
- Email marketing
- A/B testing
- Out-of-home advertising
- Direct mail
- Customer journey design
- Data analysis and reporting
- Basic graphic design

## EDUCATION & MENTORSHIP

### University of Glasgow

- First Class Honours: Master of Arts in Digital Media & Information Studies and English Language; GPA: 4.0
- Exchange program, studied at University of Wisconsin – Madison, GPA 3.5
- GEM Mentorship Program '24-'25: mentoring high school students in personal growth and career planning.

## LANGUAGES

English, Chinese Cantonese, Chinese Mandarin