



WORK EXPERIENCE

Marketing Specialist @HelloFresh

August 2023 - Present

- Led creative development from concept to launch, ensuring campaign materials met brand and performance standards.
- Ran 150+ direct mail A/B tests and managed budgets across three brands (HelloFresh, ChefsPlate and Factor), boosting CTR, CR, and brand impact while optimizing cost per acquisition.
- Launched an OOH campaign with voucher-driven creative, driving an 8M reach and 35% lift in conversions based on geographic holdout analysis.
- Led ROI-driven creative campaigns, boosting direct mail revenue by 8% YoY.
- Launched a direct mail plating challenge that increased engagement and drove a 22% lift in direct traffic and improved brand recall.

Marketing Specialist @ExperiencePoint

October 2021 - September 2023

- 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

- Boosted brand engagement and subscriber growth by directing content strategy, managing writers, and integrating paid campaigns, leading to 150+ sign-ups per blog post.
- Collaborated with Legal & Compliance to ensure content aligned with regulations and brand standards.
- Curated high-value, member-exclusive newsletter content, fostering engagement and brand loyalty.
- Developed SEO-driven brand storytelling, achieving 90% first-page Google rankings and increasing organic traffic by 25% MoM.
- Refined keywords, 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 conversion growth.
- Created high-impact promotional content across social media, paid social, email, SMS to drive product adoption.

CONT.

SKILLS SUMMARY



Content strategizing & SEO | Lead Generation | Email Marketing



Paid & Organic social | Out-of-Home(OOH) | Direct Mail



A/B testing | Project Management | Customer Journey | Retention | Growth



Adobe Analytics | Google Analytics | HubSpot | Oracle Eloqua | Hootsuite | CRM



Adobe Creative Suite: Illustrator | Photoshop | InDesign | Audition



Certifications: Google Ads Search | DV 360 | Amazon Retail for Advertisers

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, GPA3.5
- GEM Mentorship Program '24-'25: mentoring high school students in personal growth and career planning.

LANGUAGES

English
Chinese Cantonese
Chinese Mandarin
