



## WORK EXPERIENCE

### Marketing Specialist @HelloFresh

August 2023 - Present

- Led designers and writers on creative campaigns from concept to launch, optimizing visual assets for customer acquisition, boosting direct mail's ROI by 8% YoY.
- Managed stakeholders across Creative, Product, Tech Teams and external agencies to launch ROI-driven campaigns and influence decisions that drove stronger business outcomes.
- Strategized 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.
- Inspired creative ideas by building quarterly creative brainstorm sessions across marketing teams. Initiated and launched one of the OOH ideas which infused acquisition element into a poster brand campaign, driving an 8M reach and 35% lift in conversions based on geographic holdout analysis.
- Trained new hires on channel strategies and workflows to drive team efficiency.

### 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.
- Initiated and built a B2B referral engine by aligning plans with the Sales team and c-executives, increasing SQLs by 10% YoY.
- 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

- Increased brand engagement and subscriber growth by directing content strategy, managing writers, and integrating paid campaigns, leading to 150+ sign-ups per blog post.
- Built a high-performing writer team by training on SEO best practices and assigning content based on trend insights, leading to 90% first-page Google rankings and a 25% MoM lift in organic traffic.
- 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.
- Refined keywords, backlinking, and technical SEO elements to strengthen lead generation performance.

## CONT.

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### 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.

### SKILLS SUMMARY



Stakeholders Management | Creative Direction | Cross-functional Collaboration



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

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### 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

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