

TIFFANY WONG LOK TO

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PROFILE

A creative and business-oriented thinker with a passion for digital marketing and event management driven by message and strategy. Actively exploring career opportunities in the communication industry, with a keen interest in creative marketing functions.

WORKING EXPERIENCE

Marketing Executive (Fuels & Loyalty)

Aug 2022 - Present

Shell Hong Kong Limited

- Assist manager to develop company sales strategy and promotion plan
- Plan, execute and administer various CRM activities and joint marketing programs, report performance and recommend improvement plans
- Coordinate internal and external parties in the execution of various marketing programs
- Management of business partner accounts of marketing program;

Senior Marketing Executive

Jun 2021 - July 2022

Asia Music Group

- Organizing virtual live events with over 200K views on various platform with international artists
- Supported business managers on hiring, performance management, training and engagement
- Provide marketing research, logistics arrangement and clerical support to manager
- Coordinating recruitment process for event day operation

Projects:

- BINI & BGYO Global Virtual Party Asia Tour (Online: Thailand+Indonesia section)
- Splash N Forest 盛夏森林 (Hong Kong)

Corporate Communication Executive

Jan 2021 - May 2021

Po Leung Kuk

- Organising Kuk's ceremony of PLK Board of Directors, service centre openings and exhibitions
- Develop promotion campaigns including defining both online and offline strategies for Kuk's service awareness

Marketing Executive

Sept 2018 - Dec 2020

Asia Music Group

- Organising events over 5000 pax in Hong Kong, Macau, China
- Initiating a series of marketing campaigns including print, digital, outdoor and social media

Projects:

- LEE JIN HYUK 1st SOLO FANS MEETING (Macau)
- UP ALL NIGHT N.FLYING 2019 LIVE (Hong Kong)

KKBOX Student Ambassador
KKBOX HK

Sep 2018 - Apr 2019

- Targeting university student and assist in KKBOX promotion campaign
- Volunteering in artist interview, event helper

Digital Marketing Intern
OnGrad Consulting Company Limited

Jun 2018 - Aug 2018

- Produce creative video content for social media, with more than 20k views
- UI/UX design for OnMyGrad website and application (launched on Jan 2019)

Production Assistant
Radio Television Hong Kong

Jan 2018 - Jun 2018

- Website design for new broadcast program
- Produce creative video content for social media

EDUCATION

Postgraduate Certificate in Programme and Project Management

University of Warwick Sept 2022 - now

- Modules Highlight: Project Planning Management and Control, Managing the Multi-Project/Programme Environment, Project Financial Management

BSc (Hons) Creative Media, minor in Public Relations and Advertising

City University of Hong Kong Sept 2016 - Jul 2020

- Modules Highlight: Computer Systems, Multimedia Technologies and Applications, Digital e-Marketing Communication, Campaign Planning and Management

SKILLS

- ✓ Social Media Marketing - Facebook Ads, Google Ads
- ✓ Adobe Creative Suite - Photoshop, Illustrator, InDesign, Lightroom
- ✓ Video Editing - Final Cut Pro, Premiere Pro
- ✓ Web Design - HTML, CSS
- ✓ Programming - C++, Javascript, Processing, Arduino

CERTIFICATIONS

- ✓ GOOGLE - Fundamentals of Digital Marketing (Aug 2020)
- ✓ GOOGLE - Google Analytics Individual Qualification (Jun 2022)
- ✓ GOOGLE - Google Ads Search Certification (Jun 2022)

LANGUAGE

- ✓ Cantonese - Native Speaker
- ✓ English - Highly proficient
- ✓ Mandarin - Highly proficient