



FION CHUNG

Digital Marketing Executive

MAIN OBJECTIVE

Driven individual with 2 years of digital marketing experience, creativity and project management skills to seeking a rewarding position with your company.

SKILLS

| | |
|------------------|-----------|
| PHOTOSHOP | ● ● ● ● ● |
| ILLUSTRATOR | ● ● ● ● ● |
| PREMIERE | ● ● ● ● ● |
| MICROSOFT OFFICE | ● ● ● ● ● |

AWARDS

Kam Fan Awards 2015 HK4As Students Award (Merit)

CONTACT DETAILS

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SOCIAL

- >f Hoi Ying Chung
- o @chunghoicingg

WORK EXPERIENCE

Digital Marketing Executive

Lolli Media Limited | 2017 - Present

- Assisting in the formulation of strategies to build a lasting digital connection with consumers.
- Optimizing online promotion mix by managing different social media platforms including Facebook, Instagram, WeChat, forum seeding etc.
- Launching online adverts through Google Adwords, Facebook etc. to increase company and brand awareness.
- Measuring SEO and Google Analytics metrics.
- Reporting and analysing results to improve social media performance.

Online Advertising Officer (Internship)

Germanpool Limited | July 2016 - August 2016

- Maintaining the up-to date content of digital platforms.
- Providing design & creating online marketing material.
- Supporting in set up membership website

ACADEMIC HISTORY

Hong Kong Design Institute

2014 - 2016 | Higher Diploma In Advertising Design

Po Leung Kuk Lo Kit Sing (1983)College

2007 - 2013 | Graduated From Secondary School

MAIN INTERESTS

- Travelling
- Photography
- Art
- Music
- Film