

YUE KI TSUI

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ABOUT ME

Experienced in preparing and overseeing online and offline marketing campaigns, including digital and print marketing, events and multi-media design. Adept at working with teams, capable to finish task and meet deadlines. "Self-motivated" and "staying curious" are my strengths, which empower me as a keen-learner.

EDUCATION

BACHELOR OF ARTS

Hong Kong Shue Yan University, Hong Kong 2021

- Bachelor of Journalism and Mass Communication
- 2019-2020 Outstanding Academic Improvement Awards
- 2017 Host of SYUJC Radio Programme

SKILLS

Microsoft Office

Wordpress

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effect

Procreate

LANGUAGES

Cantonese

Chinese

English

HOBBIES

Painting, Hiking, Travelling

WORK EXPERIENCE

BUSINESS DEVELOPMENT AND MARKETING EXECUTIVE

| Full Comfort Technology (Group) Limited | Hong Kong | Nov 2021 - Present

- Manage online advertising of different brands, such as Google Ad, Instagram and Facebook.
- Organise regular events, such as new products launch, workshops and seminar.
- Manage different social media and online marketing campaigns of different brands.
- Create and manage website based on wordpress.
- Prepare online and offline marketing materials.
- Conducted marketing research to accurately identify industry trends and business opportunities.

BUSINESS ADMINISTRATOR | BOXS LIMITED (HKSTP) | Hong Kong

| Feb 2020 - Jun 2021

- Assist to daily operational and administrative work
- Government funding application & HR work
- Responsible for creating quotation, invoice & receipt to clients
- Manage different social platform & "latest news" in website
- Monthly claim form for incharge & company's bank account

PART TIME FRONT-DESK RECEPTIONIST | Jagular | Hong Kong

| Nov 2018 - Jan 2020

- Greetings and briefly introduce Jagular and Land Rover to new clients.
- Remind clients for booking via phone.
- Keep tracking online survey on clients.
- Administrative work on car repairing order.

INTERNSHIP

INTERNSHIP - EDITOR | 金八傳媒 | Beijing, China | Jun 2018 - Jul 2018

- Brainstorm new topics and headlines every morning with teammates.
- Write articles about the culture differences between Hong Kong and mainland China.
- Interview with different managers for preparing new articles
- Researches on different aspects of hot news.
- Promote articles via WeChat, Weibo and XiaoHongShu.