

TRISTA TSUI

ASSISTANT MARKETING MANAGER

SKILLS

ADOBE ILLUSTRATOR



ADOBE PHOTOSHOP



ADOBE PREMIERE



ADOBE AFTER EFFECT



WORDPRESS



META AD



GOOGLE AD



LANGUAGE

- CANTONESE
- ENGLISH
- CHINESE

CONTACT

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🌐 <https://trista.digital>

🏠 Yuen Long, Hong Kong

PROFILE

Motivated marketing professional skilled in creating and implementing strategic plans. Experienced in managing campaigns, analyzing trends, and driving brand growth. Proven ability to enhance engagement, optimize budgets, and collaborate effectively with teams.

EXPERIENCE

ASSISTANT MARKETING MANAGER

LIFE YOUNG HEALTH LIMITED (2023 AUG - NOW)

- Strategize and implement detailed annual marketing plans.
- Responsible for MTR, TVB and Radio advertisement campaign.
- Manage all social media accounts and e-commerce platforms.
- Supervise online and offline advertising efforts, creating campaigns that are lead-focused and sales-oriented.
- Coordinate promotional activities for Mannings products.
- Enhance branding and execute campaign strategies for Life Young Health.
- Plan and organize both online and offline events, including exhibitions, seminars, and roadshows.

SENIOR MARKETING EXECUTIVE

BIO-THERAPEUTIC (COMPUTERS) LTD

(2021 NOV - 2023 AUG)

- Overseas beauty brands management
- SEO and SEM management
- Prepare online and offline marketing materials
- Event management: Products Launch, Seminar, Exhibitions etc
- Connection with news institutions, local magazine and KOL community
- Design and maintain WordPress different websites

EDUCATION

HONG KONG SHUE YAN UNIVERSITY - 2016-2021

- Bachelor of Journalism and Mass Communication
- Radio Presenter of SYU JC Radio