

## PROFILE

Self-motivated, passionate and energetic, 9+ solid years in branding, marketing and communications in diverse industries;  
hands-on experiences in both regional and local scopes, covering both consumer and professional marketing.

## AWARD

- 2022 Individual Agility Award, from iTero Global Leadership Team
- 2019 iTero Outstanding Teams Award, from iTero Global Leadership Team

## SKILLS

- Marketing & communications strategy
- Branding
- Event management
- Media relations
- Agency management
- CSR initiatives

## EDUCATION

2019 - 2021 **The University of Hong Kong**  
Bachelor of Arts,  
Double Majors in  
Comparative Literature &  
Fine Arts

2011 **International English Testing System (IELTS)**  
Overall score: 7

2002 - 2009 **Ho Fung College**  
HKCEE, HKALE

## LANGUAGES

**Cantonese** *native*  
**English** *fluent*  
**Mandarin** *fluent*

## EXPERIENCE

Jul 2021 - Present

### Marketing Communications Manager, APAC

Jun 2019 - Jun 2021

### Senior Marketing Specialist, APAC

#### iTero, Align Technology

- Develop and execute marketing communication plans for APAC markets with a focus on digital channels such as email marketing, social media, website, online events, etc.
- Plan and lead marketing campaigns and product launches by working closely with cross-function teams to maximise brand awareness, and legal and compliance teams to ensure campaigns and messages are comply with different local regulations and guidelines.
- Lead the digital transformations across teams by establishing and optimising digital marketing & communications workflow, such as email marketing, social media and advertising strategies, online events, etc.
- Create and transcreate marketing assets for APAC markets; review and approve marketing collateral developed by regional and local teams to ensure brand messages and consistency.
- Lead the Hong Kong and Taiwan local marketing by managing all local marketing initiatives to help achieve sales goals, such as events, webinars, KOL engagement, product launches, etc.

Mar 2017 - Jun 2019

### Senior Marketing & Communications Executive

Nov 2014 - Feb 2017

### Marketing & Communications Executive

#### Peninsula Merchandising Limited, The Peninsula Hotels

- Managed the rebranding project, from developing new branding, packaging and retail concept, to rolling out the campaign on various touchpoints including a three-day experiential event, achieved HK\$ 7 million PR value and more than 2,500 visitors.
- Developed marketing collaterals and ensured brand consistency across all platforms.
- Tailored and executed creative campaigns such as product launches, workshops, in-store activities, to drive media coverage and sales.
- Managed all PR matters including events, press materials, crisis management, agencies liaison, etc.
- Managed regional Mooncake campaigns with sister hotels and regional distributors in Greater China, gaining extensive PR coverage and brand awareness within the region.

Apr 2014 - Nov 2014

### Senior Marketing Executive

Jun 2012 - Apr 2014

### Marketing Executive

#### MOVIE MOVIE, Edko Films Limited

- Developed marketing plans and offers with third parties including strategic partners and channel carrier, now TV.
- Organised events including screening parties with up to 800 attendees in one night, roadshows and sales trainings.
- Developed all marketing collaterals, including the bi-monthly free paper MOVIE MOVIE MAGAZINE
- Managed all online platforms including website and social media channels