

Sabrina Wai Lam

Digital Marketing Specialist

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About Me

Creative and commercially driven digital marketing professional with a Master's degree in Digital Marketing and over five years' hands-on experience in social media strategy, content creation, and brand partnerships across international markets. Skilled in building integrated campaigns and visual storytelling, with strong technical digital expertise. Thrive in fast-paced environments and enjoy collaborating with teams from diverse cultural backgrounds.

Education

Master of Sciences in Digital Marketing
University of the West of England 2021 – 2022

Bachelor of Social Sciences in Media & Social Communication
Hong Kong Baptist University 2016 – 2018

- Dean's List

Associate of Arts in Creative Communication
Hong Kong Baptist University 2014 – 2016

- Dean's List
- Event Team Member for the AD HERE Advertising Competition

Relevant Work Experience

Marketing & Administration Assistant

Drivers & Norris United Kingdom | Dec 2025 – Present

- Create and manage daily social media content, filming and editing videos at industry conferences to boost brand visibility
- Develop website content for the upcoming site launch, working closely with the web developer to ensure it is clear, accurate, and engaging
- Produce a weekly client newsletter, manage the Google Business Profile, and liaise with Rightmove to optimise advert design and performance
- Support website and marketing campaigns by reviewing content, monitoring updates, and maintaining consistent brand presentation across digital channels

Freelance WordPress Web Designer

OhAna Physio United Kingdom | Oct 2022 – Mar 2024

- Built and maintained an SEO-optimised website using Elementor and WordPress for a startup physiotherapy clinic
- Managed end-to-end website creation, including keyword research, design, content, branding, and social media to improve search rankings and organic traffic

Freelance Digital Copywriter

JMVS Marketing Limited Hong Kong | Aug 2022 – Mar 2024

- Produced over 20 high-quality web content pieces tailored to clients' specifications following extensive research