

## Social Media Editor

### Global Alliance Networks Limited Hong Kong | Apr 2020 – Sep 2020

- Created 20+ lifestyle posts weekly across Facebook and Instagram, increasing social media following by 70K
- Filmed and edited video content for restaurant launches and new store openings
- Managed editorial calendar, copywriting, and visual production to align with brand tone and campaigns
- Monitored website traffic, contributing to 5K new leads

## Social Media Editor

### ElG Limited Hong Kong | Jan 2019 – Sep 2019

- Produced 20+ beauty and lifestyle posts weekly across Facebook, Instagram, and YouTube, growing Instagram followers from 90K to 120K in six months
- Crafted B2B newsletters via MailChimp and collaborated with a team of 10 editors to ensure consistent content delivery
- Coordinated with graphic designers, copywriters, photographers, influencers, and 100+ global PR contacts to secure ad partnerships
- Promoted from Assistant Editor to Editor within four months

## Other Work Experience

### Property Manager

#### Johns&Co Real Estate (Services) Limited United Kingdom | Nov 2024 – Sep 2025

- Oversaw 120+ apartments, managing operations, maintenance, and tenant relations

### Property Management Consultant

#### The Champs (UK) Limited United Kingdom | Jun 2024 – Nov 2024

- Managed 50+ apartments, handling tenant/landlord relations and maintenance compliance

### Office Administrator

#### Andrew Lloyd Estates Limited United Kingdom | Mar 2024 – May 2024

- Supported office operations; managed social media targeting the Asian market

## Certifications

- Google Analytics (Google Digital Academy)
- The Fundamentals of Digital Marketing (Google Digital Garage)
- Certified Digital Marketing Professional (Digital Marketing Institute)
- How to Boost Lead Generation with SEO (Semrush)
- Create an Effective Marketing Strategy (Semrush)

## Personal Blog

### Little Boo Diary

- A bilingual Instagram blog sharing daily UK lifestyle content and practical tips for Hong Kong immigrants, including product recommendations, dining suggestions, transport guides, and cross-cultural insights

## Skills & Languages

- Adobe Creative Suite
- Canva
- Final Cut Pro
- WordPress
- Wix
- Hootsuite
- Buffer
- MailChimp
- SEO & SEM
- Keyword Research
- Microsoft Office
- Cantonese (Native)
- English (Fluent)
- Mandarin (Fluent)