

Sabrina Wai Lam

Digital Marketing Specialist

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About Me

Digitally fluent marketing professional with a Master's in Digital Marketing and over five years' experience in social media strategy, content creation, and brand development across the UK and Hong Kong. Skilled in delivering integrated campaigns with a strong eye for visual storytelling and technical digital expertise. Trilingual in English, Cantonese, and Mandarin, with firsthand insight into Asian and Western markets that strengthens every campaign I deliver.

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 Executive

Drivers & Norris United Kingdom | Dec 2025 – Present

- Oversee a full company rebrand, redesigning all marketing materials including social media templates, newsletters, business cards, client proposals, and window vinyl
- Create and manage daily social media content, filming and editing videos at industry conferences and charity events to boost brand visibility
- Lead the design and copywriting of the new company website, produce weekly client newsletters with an average 34% open rate, and manage digital presence across Google Business Profile and Rightmove to optimise property listings and marketing performance
- Test and refine the Nurture AI Voice Project to ensure every client enquiry receives an immediate, accurate response

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