



CONTACT



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<https://www.yorkieng-portfolio.com>

EDUCATION

City University of Hong Kong

*Bachelor of Business Administration
in Marketing*

2019 - 2021

Hong Kong Community College

*International Business
(Associate degree in Business)*

2017 - 2019

SKILLS

Microsoft Office 365



Google Analytics



Google & Meta Pixel



Adobe Creative



WIX



Go Daddy



AI Automation



LANGUAGE

- Cantonese (Native)
- English (Fluent)
- Mandarin (Fluent)

ABOUT ME

Dynamic and results-oriented marketer with 5 years experience in the hospitality and agency sectors, excelled in leveraging innovative strategies and analytical insights to deliver measurable success and cross-functional collaboration.

EXPERIENCE

Hyatt Centric Victoria Harbour Hong Kong

Assistant Marketing Communications Manager Jan 2025 - Present

- Directed and supported end-to-end 360° marketing campaigns, overseeing partnership liaison, program formulation, event activation, targeted market strategies and budget management
- Optimized digital performance by using AI automation tools and ad placements across Meta, XHS and Dian Ping, achieving 35% improved ROI on booking and lead conversion
- Led the revamp project of eShop resulting in 668K+ sales growth (YoY), through optimized page layouts, product catalogues, backend configurations and payment integrations
- Administered copywriting and creative production by drafting press releases, overseeing website & social media content, developing communication materials

Senior Marketing Communications Executive Apr 2023 - Dec 2024

- Developed and executed social media content and influencer tactics across platforms, gaining outstanding social buzz with >11.4M reach & >270K engagements in year basis
- Planned and executed multiple flash sales across HKG Hyatt hotels, OTA, eShop and email channels, achieved total sales of \$16.4M and revenue optimization in off-peak periods
- Strategically managed \$300K+ annual paid ad budget across Meta Ads and paid social, maximizing 6x ROAS and brand awareness through precise targeting
- Drove >\$105K outlet sales growth within 1 month by pioneered pop-up collaboration with a Taiwanese milk tea brand, significantly elevating brand recognition and social media exposure by user-generated content (UGC) plus media coverages

Voltage X

Digital Marketing Executive Nov 2022 - Feb 2023

- Copywriting and visual content creation for digital channels
- Ad placement for digital accounts and performance monitoring
- Clients: Henderson Land development, Sugar+, CBRE, etc.

Go In Marketing

PR & Marketing Executive Aug 2021 - Nov 2022

- Online and offline campaigns execution and supervision ranging from PR, social media, KOL, e-commerce, and event marketing
- Press release write-up, creative copy generation, influencer and media pitching

PMQ Management Co, Ltd

Sales and Marketing Intern Oct 2020 - Aug 2021

- Social media contents generation
- Marketing campaigns formation which targeting both local and foreign visitor