

DICKSON FUNG

SUMMARY Exceptional copywriter with extensive background in all forms of online and print media. Specialises in writing for the web, including content planning and promotion and search engine-friendly copy that meets communication goals.

EXPERIENCE **Copywriter, JM Communications**

Jun 2012 - Present

- Identified and developed sharp, witty, authentic content by maximising SEO and SEM strategies to engage 100K+ users and customers on new media platforms
- Led the development of content strategy, which involved defining editorial guidelines, developing editorial calendar and conducting content gap analysis
- Managed traffic and response of 10+ social media websites such as Facebook, Instagram, Twitter, YouTube, Pinterest and Google+
- Improved and increased response rate of 2 main social media platforms by 20% within 6 months

Assistant Copywriter, MB Agency Group Limited

May 2011 - Jun 2012

- Created and edited engaging, attention-grabbing content for advertising, websites, applications, eDMs, social media, etc
- Developed and maintained positive ongoing relationships with 30+ local media, bloggers and other relevant communication partners
- Researched topics and brainstormed interesting angles for 15+ weekly columns and feature stories

EDUCATION **Hong Kong Baptist University, 2008-2011**

Bachelor of Arts (Honours) in Creative and Professional Writing

COMPUTER SKILLS Microsoft Office (Word, PowerPoint, Excel & Access)
Adobe Creative Suite (Photoshop & Illustrator)

LANGUAGES Cantonese (Native) | English (Proficient) | Mandarin (Proficient)

AVAILABILITY One month's notice
