

ANGELA LEUNG

SUMMARY Confident, articulate and determined Marketing Executive with 2+ years of experience in managing marketing strategies. Involved in a wide range of sales activities across both traditional and digital channels. Proven ability to build creative PR and social media content that connects with target audiences.

EXPERIENCE **Marketing Executive, EverGreen Agency Limited.**

May 2012 - Present

- Formulated and executed online digital marketing initiatives monthly on company website, social media (Facebook, Instagram), eDM, SEO and SEM
- Liaised with 25+ design houses and vendors to ensure all marketing content is accurate and in line with company's quality requirements and standards
- Participated in the development and production of marketing materials, including leaflets, posters, flyers, brochures, e-newsletters, etc
- Assisted in developing marketing strategies for 10+ annual corporate functions including advertising, media planning, event management and sponsorship

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- ACHIEVEMENTS**
- Propelled an increase of 20% in business in 2013 by enlarging the target pools and fine-tuning marketing policies
 - Successfully attracted 20K+ social media followers within 6 months; exceeded the target by 15%

EDUCATION **City University of Hong Kong, 2010-2012**

Bachelor of Business Administration (Honours) in Marketing

Community College of City University, 2008-2010

Associate of Arts in Bilingual Communication Studies (English & Chinese)

SKILLS Microsoft Office (Word, PowerPoint & Excel)

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

AVAILABILITY One month's notice
