

Eunice Yeung

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PROFILE

Highly motivated expert with 2+ years of experience in driving sales and developing brand identity. Possesses packaged skills in streamlining operations and boosting profit and productivity. Critical insight into implementation of marketing strategies.

AREAS OF EXPERTISE

- ◆ Branding & Corporate Identity
- ◆ Collateral Material Development
- ◆ Corporate Communications
- ◆ Digital and Online Marketing
- ◆ Public & Media Relations
- ◆ Web & Print Content Development

EXPERIENCE

Marketing Specialist, Elite Consulting Limited

May 2012 - Present

Developed and deployed integrated digital marketing strategies that generated business leads for 25+ top tier clients in the fashion industry, including idea formation, brief preparation, agency liaison and production follow up. Leveraged analytics and data analysis to support data-driven segmentation, program development and ongoing marketing performance measurement.

Key Achievements:

- ◆ Fostered business opportunities by establishing 20+ alliances with market planners, external agency partners and merchants to meet marketing objectives
- ◆ Improved sales and purchases by 20% within 6 months with an increase in successful cases in vendor negotiations, commodity contract signing and volume discounting
- ◆ Realised an expansion of market share by 30%, of which 20% contributed to in-group sales which exceeded the market average by 10%

EDUCATION

University of Hull, United Kingdom, 2009-2012

Bachelor of Arts (Honours) in Marketing & Management

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access)

Google Analytics, Google AdWords, Adobe Creative Suite (Photoshop & Illustrator)

LANGUAGES

Cantonese (Native) | English (Fluent) | Mandarin (Intermediate) | Japanese (Basic)
