

# CHRISTY LEUNG

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Yuen Long | 6123 2007 | christy.leung@gmail.com

## SUMMARY

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Seasoned marketing specialist with 3+ years of experience in managing product marketing strategies for 10+ world-class luxury brands. Involved in a wide range of sales activities across both traditional and digital channels.

## EXPERIENCE

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### **Product Marketing Specialist, Hays101 Limited**

Jun 2011 - Present

- Developed marketing communications and 20+ sales programs for retail and business-to-business channels to ensure full sell-through
- Led and facilitated monthly market research to determine appropriate targeting and messaging relating to new product launches
- Identified opportunities for and supervised company's involvement in sponsorships, special events and trade shows to increase brand exposure
- Managed multiple agency relationships, including media, advertising, interactive, research, public relations and customer service

## ACHIEVEMENTS

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- Overhauled agency relationships with 10+ key vendors, saving \$150K in agency fees, streamlining processes, and identifying new partners
- Organised successful new product launches for 10+ world-class luxury brands in 2014, gaining a substantial amount of local and international press coverage

## EDUCATION

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### **Baptist University of Hong Kong, 2008-2011**

Bachelor of Social Sciences (Hons) in Communication - Public Relations and Advertising

## SKILLS

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Microsoft Office (Word, PowerPoint, Excel & Access)

Adobe Creative Suite (Photoshop, Illustrator & InDesign)

## LANGUAGES

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Cantonese (Native)

English (Proficient)

Mandarin (Fluent)

## AVAILABILITY

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One month's notice