

ANGUS NG

NG CHEUK HIN

Enthusiastic and pleasant public relations skills with comprehensive experiences in building up network, organizing events and campaigns management. Good team player and leader with various leadership experiences. Exceptional communication skills with high level of proficiency in English and Cantonese.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION
CITY UNIVERSITY OF HONG KONG
| 2015 - 2020

DIPLOMA OF SECONDARY EDUCATION
ST. JOSEPH'S ANGLO-CHINESE SCHOOL
| 2009 - 2015

- Electives - History and Economics
- Attained Level 5 in English (5* in Reading | 5** in Speaking)
- Attained Level 5 in Liberal Studies and History

SKILLS

- Facebook Ad Manager
- Google Adwords
- Google Analytics 4
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Journey Optimizer (AJO)
- Mid-Journey
- Microsoft Office
- Photography

CONTACT

+852 6427 8800

NGCHANGUS@GMAIL.COM

NO.133, WANG TOI SHAN SHAN TSUEN,

PAT HEUNG, NT, HK

PORTFOLIO

[HTTPS://WWW.ANGUSNG.INFO/](https://www.angusng.info/)

WORK EXPERIENCE

SENIOR MARKETING SPECIALIST | JAN 2024 - PRESENT
MARKETING SPECIALIST | NOV 2022 - DEC 2023
CANON HONG KONG CO. LTD.

- Formulate on/offline brand and product positioning strategies with market and channel segmentations
- Strategize social media content creation and manage platforms such as Facebook, Instagram and Youtube with statistical performance and ROI measurement
- Manage e-commerce platform and seasonal sales promotion
- Lead and implement promotion campaigns for product launch and product life-cycle sustaining
- Implement social media paid-advertising strategies
- Manage and expand medias and KOLs network
- Assisted in marketing budget management and allocation

189% increase in Instagram follower growth / 2023

33% increase in Instagram interaction / 2023

25% increase in cameras and lens direct sales / 2023

Most YouTube subscribers growth among competitors / 2023

MARKETING OFFICER | MAY 2020 - NOV 2022
ECT EICHI TECHNOLOGY INTL.

- Formulated on/offline branding and positioning strategies on consumer electronic and audio gadget brands
- Led new brand and product launches in HK
- Created contents and manage social media platforms with statistical performance and ROI measurement
- Implemented digital paid-advertising and SEM on Google, Facebook, Instagram and YouTube
- Managed website content and feature-oriented copywriting
- Worked closely with medias and KOLs to maximize brand exposure

60% increase in YouTube subscribers / 2021

PART TIME ACCOUNT ASSISTANT | JUL 2019 - MAY 2020
SPREAD-IT

- Helped coordinate in digital brand management campaigns
- Managed KOLs and Micro-Influencers for clients
- Supported organizing marketing campaigns
- Supported handling account services

PUBLIC RELATIONS INTERN | JUN 2017 - AUG 2017
MEMO PLUS

- Organized PR events with shopping malls and companies
- Coordinated with contractors and clients on campaign performance measurement
- Supported brand management and marketing campaigns

LEADERSHIP

COUNCIL CHAIRMAN, CITYU STUDENTS' UNION COUNCIL
THE 32ND CITYUSU | MAR 2017 - FEB 2018

- Monitored all societies in CityU Students' Union
- Held meetings with over 200 societies regularly

PRESIDENT, SJACS STUDENTS' UNION
THE 22ND SJACS SU | SEP 2013 - SEP 2014

- Organized various activities for over 500 participants
- Built up network with over 150 associations