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EDUCATION

Hong Kong Baptist University, Hong Kong

2015 – 2019

Bachelor of Arts (Hons.) in English Language and Literature

Minor in German

(Second Class Division One)

- Academic Honors:
 - President's Honor Roll: Semester 1, 2018/19
 - Dean's List: Semester 2, 2015/16
 - Semester 2, 2017/18
 - Semester 2, 2018/19
- Scholarship:
 - Phonetics & Phonology Prize 2018/19

Shau Kei Wan Government Secondary School, Hong Kong

2009 – 2015

The Hong Kong Diploma of Secondary Education (HKDSE)

WORK EXPERIENCE

Senior Marketing Executive, CPF Hong Kong Company Ltd., Hong Kong

Apr 2024 – present

- Analyze sales data to identify areas for improvement and growth
- Collaborate with cross-functional teams for product development and launches
- Organize public events and implement marketing campaigns to promote products
- Manage brand social media accounts and write copy for monthly feeds

English Content Editor, Rabbit Studio Ltd., Hong Kong

Jan 2023 – Mar 2024

- Wrote and edited English copy for social media platforms
- Wrote and translated eDMs and blog articles
- Conducted research for new social media trends and prepared monthly content plans
- Translated and transcreated copy from Chinese to English
- Participated in the content development of new project proposals

English Copywriter, Perfect Medical Ltd., Hong Kong

May – Dec 2022

- Wrote English Google Ads copy
- Wrote and translated marketing collateral, including website content, posters, and landing pages
- Wrote and translated product-related content such as supplement descriptions
- Conducted market research, keyword search, and prepared SEM reports

Translator, Henyee Culture Communications, Singapore (Remote) Jan 2020 – May 2022

- Translated web novels from Chinese to English
- Post-edited machine translations
- Proofread and edited English translations

Part-Time Training Assistant, PizzaExpress Hong Kong Ltd., Hong Kong Aug 2018 – Sep 2019

- Translated HR documents, including HR policies and employment contracts
- Prepared and translated training materials, including PowerPoints and handouts
- Assisted in training sessions for Front-of-House and managerial staff
- Translated staff newsletters

INTERNSHIP

Cambridge Institut, Munich, Germany Jun – Jul 2019

- Assisted in daily operation and administrative matters, such as preparing class registers
- Invigilated exams and helped with preparation work, including setting up exam rooms
- Amended price lists and prepared new posters for company courses and events
- Proofread Chinese translation of company's website

CONFERENCES ATTENDED

Heterotopic Junction Conference 2019, Hong Kong Baptist University Apr 2019

- Presenter
Research Topic:
Vowel Qualities and Perceived Luxuriousness in Brand Names

Annual Research Forum 2018, Linguistics Society of Hong Kong Dec 2018

- Presenter
Research Topic:
Attractiveness of Sounds in Brand Names: A Perceptual Study on Cantonese Listeners

ADDITIONAL SKILLS

Languages: Cantonese – Native, English – Proficient (IELTS C1 level), Mandarin – Good

Computer: MS Office, basic skills in Photoshop and Illustrator, Canva