

/ABOUT ME /











5+ years in Media agency (Offline + Digital)

2+ years in Digital agency

PREVIOUS **DUTIES**



- 1. Manage of 3 teams
- 2. Social Media Management
- 3. Digital Marketing Campaign Development
- 4. Digital Planning
- 5. Business Development
- 6. Project Management
- Photo/ Video Shooting
- Website Development
- Digital Campaign

WHAT'S BEEN DONE IN STC?



Retainer: Expand from 4 to 11 accounts

New Logo: 10+



Expand from 10 to 20 staffs



YOY: +300%

WEALTH OF EXPERTISE AND EXPERIENCE IN THE HIGH END BRANDS

PROJECT BASED

BVLGARI VALENTINO













FURLA























SOCIAL MEDIA













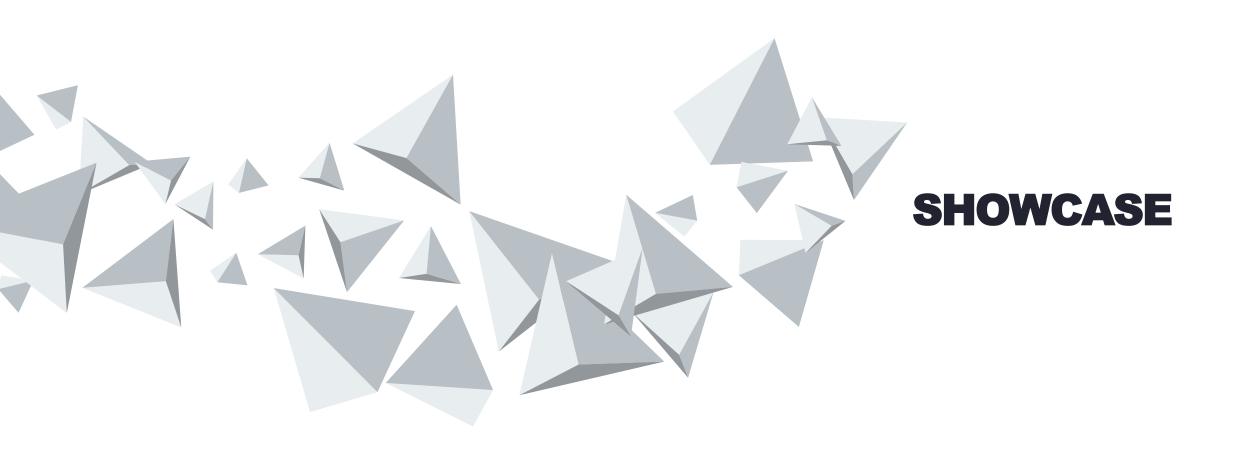






clarisonic shu uemura

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CAMPAIGN DEVELOPMENT - SKII

OVERALL CAMPAIGN JOURNEY



Global Asset:
SK-II x
National
Geographic





CAMPAIGN DEVELOPMENT - SKII







Objective:

To raise the awareness and popularity of the SKII main product – Facial Treatment Essence through the engagement game. Making good use of attractive gifts as incentive to draw people's participation and attention on the product.

PROJECT

Game development

- Creative idea
- Game Creation
- Copy Writing
- Website Design
- Mobile Site Design
 Programming

RESULT

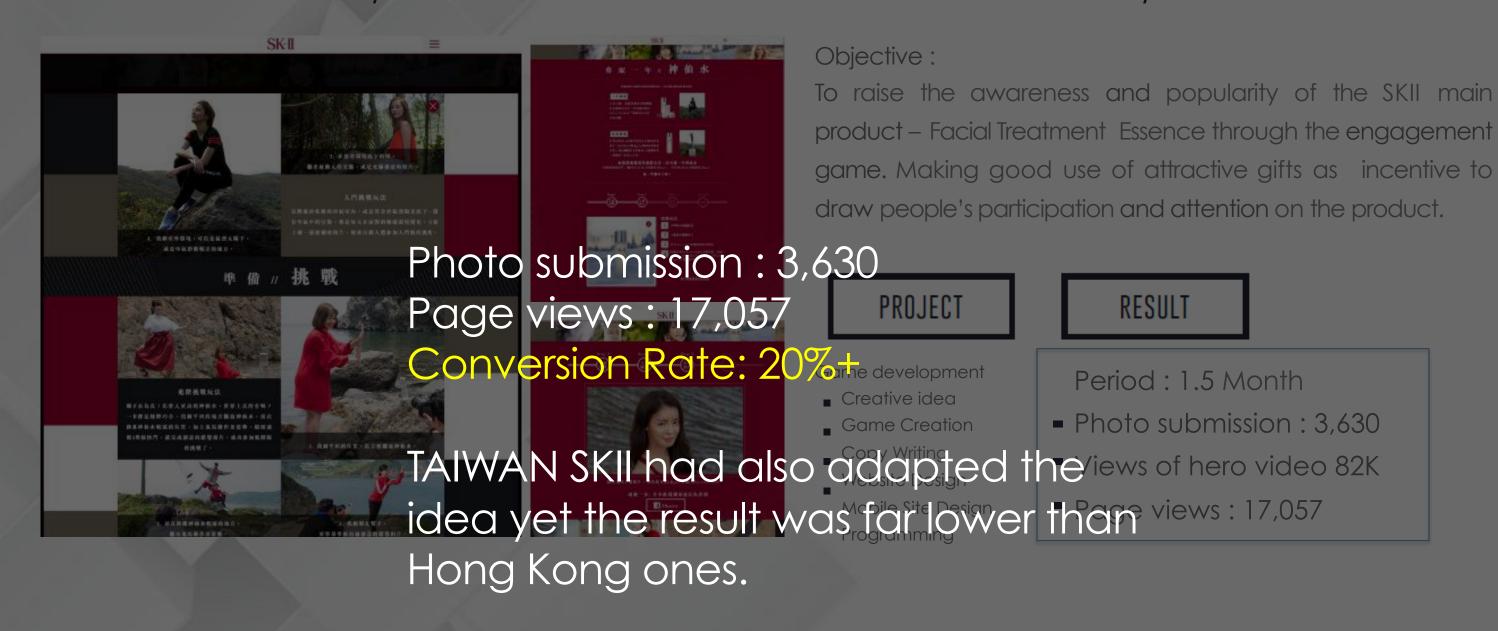
Period: 1.5 Month

■ Photo submission: 3,630

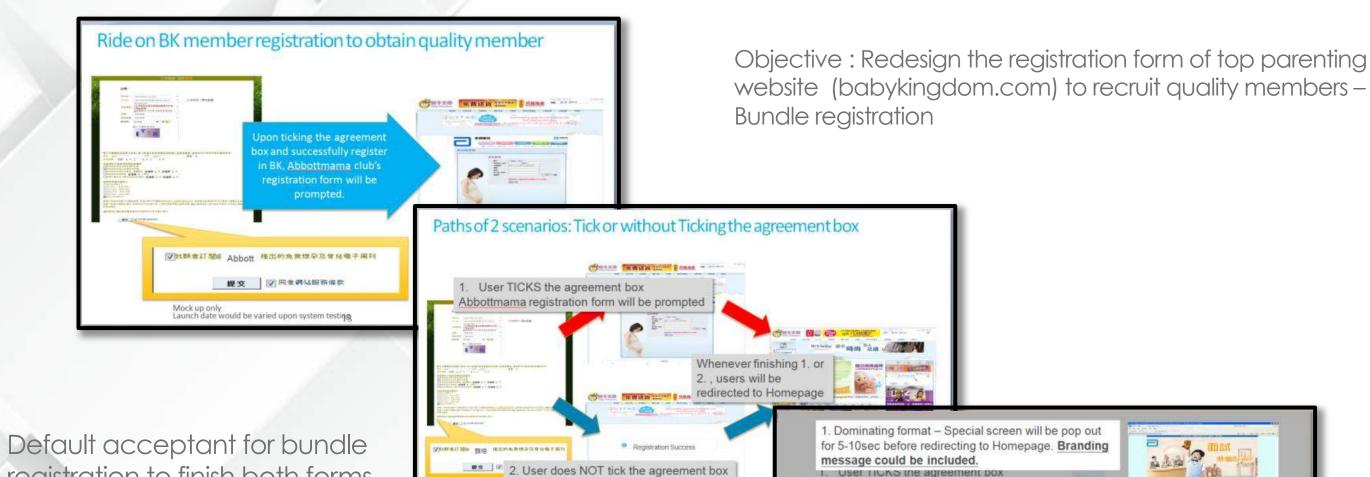
Views of hero video 82K

Page views : 17,057

CAMPAIGN DEVELOPMENT - SKII



CAMPAIGN DEVELOPMENT - ABBOTT MEMBERSHIP BOOST



BK registration process finished

- registration to finish both forms of babykingdom.com and client membership one
- 2. Banner ads pop up for "nonaccept" user as a final reminder to client membership registration

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Whenever finishing 1. or

ZenithOptimedia

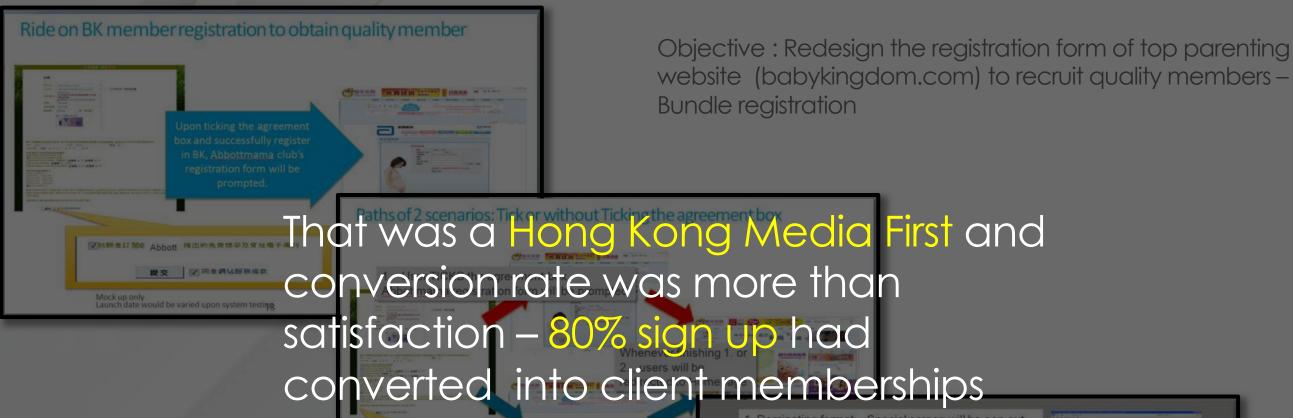
 Dominating format – Special screen will be pop out for 5-10sec before redirecting to Homepage. Message to

encourage Member registration would be suggested which could act as final reminder to increase the

registration rate.

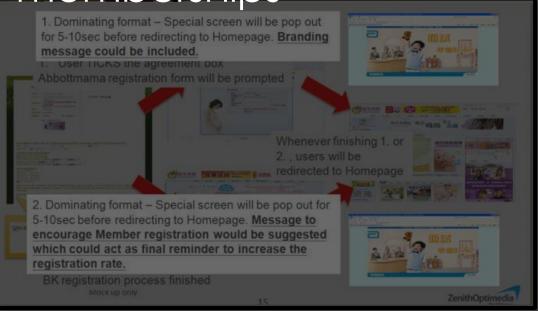
BK registration process finished

CAMPAIGN DEVELOPMENT - ABBOTT MEMBERSHIP BOOST /



2. User does NOT tick the agreement box BK registration process finished

- 1. Default acceptant for bundle registration to finish both forms of babykingdom.com and client membership one
- 2. Banner ads pop up for "nonaccept" user as a final reminder to client membership registration

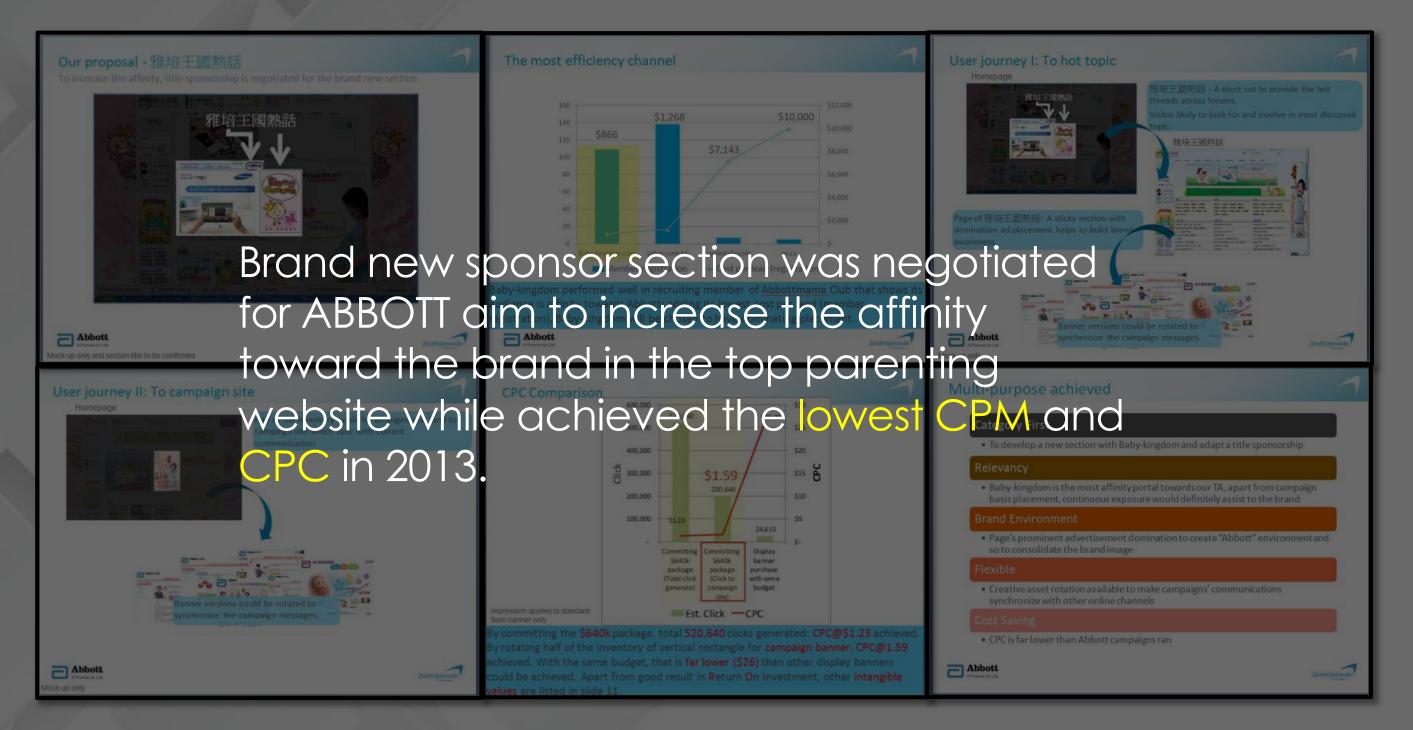


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CAMPAIGN DEVELOPMENT - ABBOTT BRANDING /



CAMPAIGN DEVELOPMENT - ABBOTT BRANDING



CAMPAIGN DEVELOPMENT - L'Oréal PARIS HF







Louis Mok

Jeremy Wong

Jeremy Wong

Louis Mok:

https://www.youtube.com/watch?

v=Ak7fpwK5S9Q&list=UUsvMneetCrthbkM1fXcDMSw&index=7

Jeremy Wong:

https://www.youtube.com/watch?

 $\underline{v = CHplgW3 itnk\&list = UUsvMneetCrthbkM1fXcDMSw\&index = 5}$



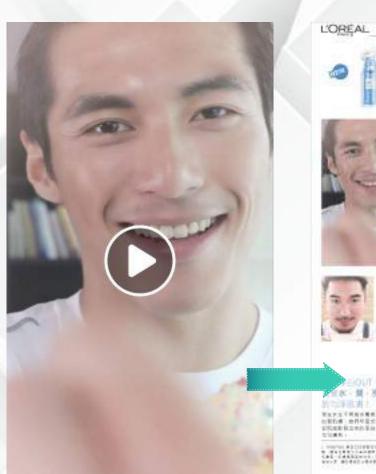


暖男JEREMY的心跳告白



http://hfwhite.loreal-paris.com.hk/conservation?contact=3

CAMPAIGN DEVELOPMENT - L'Oréal PARIS HF





Objective:

To build the awareness to the new launch of Hydra fresh whitening mousse and enhance the engagement via an interactive mobile game. Making good use of cash coupon to encourage purchase.



PROJECT

Game development

- Creative idea
- Game Creation
- Copy Writing
- _ Website Design
- Mobile Site Design
- Programming

RESULT

■ Total Video View: 300k+

■ Engagement: 20,000+

■ Share: 500+

https://www.facebook.com/lorealparishongkong/videos/ 1427212004002056/

BLOSSOM MY DREAM - BULGARI /







http://www.style-tips.com/post/17100?menu=26

CAMPAIGN CREATION - LAMER



















http://www.style-tips.com/campaign/



EVENT GAMING



-Online form



-Bring along with the SMS and start the game





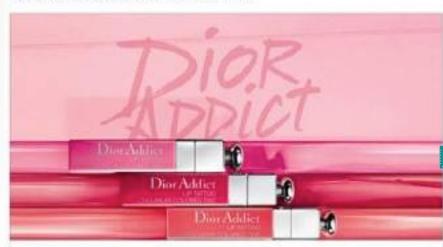
-Data base set up for individuals

MAKEUP WORKSHOP

[TATTOO YOUR LIPS]

你或者未必敢於紋身,但今次絕對要試Dior Addict Lip Tattoo克色美香液 帶來仿似彩繪紋身的美唇效果!立即參加 Dior 夏日美妍聚會,試用最新 Lip Tattoo唇散效果! http://bit.ly/2q7uggX

#DIORHK #DIORADDICT #LIPTATTOO



立即登記參加 Dior Addict 克色美唇液美妍聚會





挑戰肌膚極限香港站!無懼高溫日 職、紫外線等極端天氣,因為她們 也擁有了......



-Online form and data base up set



-Payment gateway

WEB DEVELOPMENT /



SMS received upon filling in the form online







-Online form and data base up set





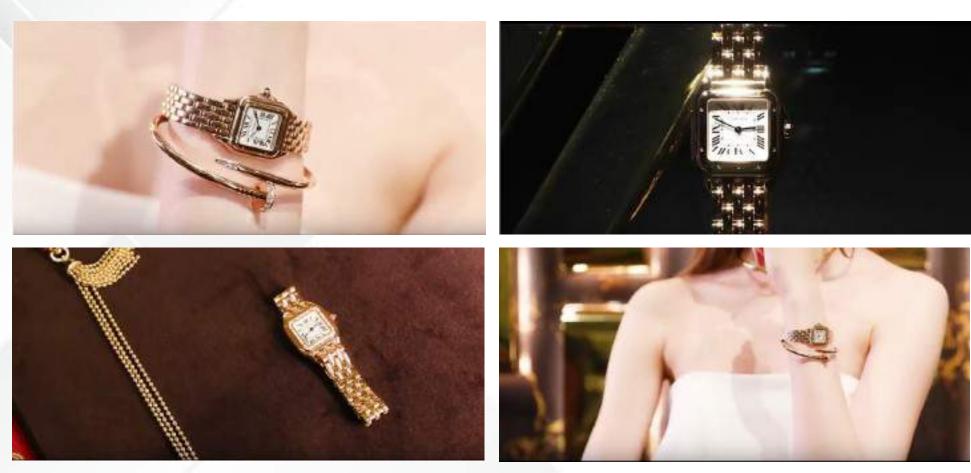
-Bring along with the SMS to counter -Staff need to only fill in a password



Whole process takes within 1 min



EVENT VIDEO - CARTIER



https://www.youtube.com/watch? v=Xbic6kHTBZo&feature=youtu.be

FEATURE - STYLE-TIPS.COM

SWATCH - CREATE THE UNEXPECTED





https://www.youtube.com/watch?v=djLlQjaJkdl https://www.youtube.com/watch?v=PQdZdQZjl0U

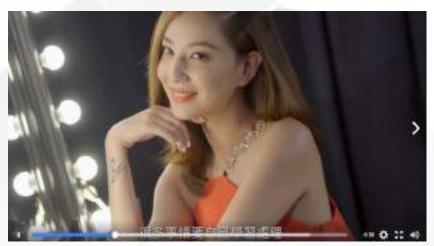


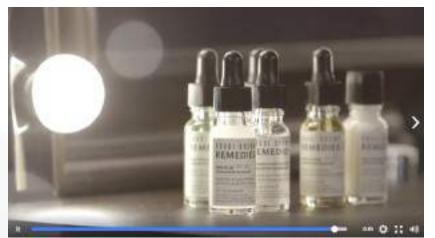


BACKSTAGE VIDEO - BOBBI BROWN









https://www.facebook.com/HKSTYLETIPS/videos/10155435840542270/

ONLINE VIDEO - LOREAL MENEXPERT









https://www.youtube.com/watch? v=uyG0g54OUrc https://www.youtube.com/watch? v=lk59DtBa Fc

SKIN CARE DEMO - L'Oréal PARIS



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MAKEUP DEMO - MAYBELLINE







https://www.youtube.com/watch? v=_4\$9y17!2vQ https://www.youtube.com/watch? v=0QqnqdjMPSE



FACE THE CAMERA CAMPAIGN - GAB









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FACE THE CAMERA CAMPAIGN - SKII



FEATURE - TISSOT















FASHION EDITORIAL















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FEATURE - STYLE-TIPS.COM











FEATURE - MENXPAT.COM













PHOTOSHOOT FOR BRANDS /























SHOWCASE FOR BRANDS SOCIAL

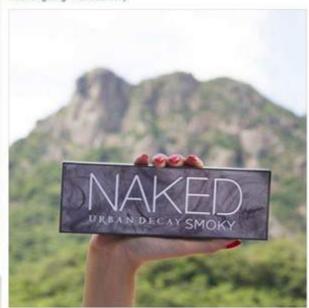


110 Urban Decay Cosmetics

恭喜Kalonice Kei-kei成為昨天遊戲得獎者,答案是: 獅子山。得獎者讀於9月 11日前將您的姓名、電話及電郵地址Inbox message發們以作安排領護之 用。大家仍然有機會獲得Naked Smoky,請繼續密切簽章我們的Facebook

We have a winner, UDers! The answer is the Lion Rock. Congratulations to Kalonice Kei-keil Please send us your full name, phone number and email address via inbox message before 11 Sep. 2015 and we will arrange for your prize. There are still chances to win the Naked Smoky Palette, UDers. Stay with our Facebook as the game continues.

#UDhongkong #NakedSmoky





Urban Decay Cosmetics

July 22 · @

我們正在為即將於星期五開幕的銅鑼灣時代廣場專檯準備。

We are getting ready to open our new counter this Friday at Lane Crawford Times Square.

#udhongkong





Urban Decay Cosmetics added 2 new photos.

November 28 at 6:00pm - @

UDers,現有機會與您的朋友分享您最愛的UD產品,一起歡度佳節。由即日 起至12月13日到尖沙咀海港城Facesss專櫃或銅鑼灣時代廣場違卡佛專櫃挑 選3款UD產品,手持產品合照並上傳到最少一個社交網絡平台上(別忘記將您 的帳戶設置為公開),@一位朋友及簡述想與朋友分享這3款產品的原因,再 hashtag下列名稱,即有機會獲取您所喜愛的3款UD產品。

- Instagram或Facebook: #UDhongkong 及 #crushyourgiftlist
- Weibo: #UD香港# 及 #crushyourgiftlist#... See More







SHOWCASE FOR BRANDS SOCIAL

IPSA HK September 2 · ❷

Schedule早已經full语,單單一個唇柱又點可以應付唔同場合概需要呢? 一支唇膏配合三種使用手法,即可帶出唔同能感!輕輕塗1層,色澤自然退 薄,最階假日時用;約會要令對方留底深刻印象?塗2層即有亮麗唇膏效果 想嘴Party中成為氣點,3層概唇色即營造出唇膏加唇彩嘅立種能效。





平日出荷總層可能管理企會化能工具。提供這樣能有學說法?升級板Control Powder透光調查查粉餅混合藍,貴、紅豆粉裝4種金調,大大橋升藍光比 例,瞬間逆轉乾燥熱水能容。裡走暗哑,回復剛上核核的自然剔透核容。 #IPSA #IPSAHK #beauty #controlpowder #powder #new #lookinside





机磨鞋桶限度:福斯上喀到祖?咁就要将上榜前用METABOLIZER打管,按 您肌瘤。改善新陳代謝。仲有效抑制的肌瘤造求被城老其代謝語、解助肌瘤 恢復水器制造,令性容更加持久贴服。

#IPSA #IPSAHK #Metabolizer #ME8 #skincare #decode/gurskinsecrets #beauty #makeup #customized #hydrated #moisture #toundation #radiance #premakeup



/MATERIAL FOR BRANDS /









- 2. https://www.facebook.com/MIOGGI.HK/videos/10154611651222832/?permPage=1
- 3. https://www.facebook.com/MIOGGI.HK/posts/10154516318182832

1. https://www.facebook.com/clarisonichongkong/posts/1236078356440310

4. https://www.facebook.com/bio/

