



TIFFANY LAM



+852 65453883



lamchiwai.t@gmail.com



lamchiwai



tweedlets

Key Skills & Experience:

Content Management, Content Creation, Customer Service, Brand Strategy

Communications: Visualisation, Infographics, UI/UX Design, Social Media/ Content Marketing

Self-motivated, hard working, punctual, well-presented, organised, fast learner

English - Fluent, written and spoken

Cantonese - Fluent, written and spoken

Mandarin - Conversational

Software Proficiency:

Windows OS, MacOS, Google Suite, HubSpot, Adobe Suite: Illustrator, InDesign, Photoshop, Premier Pro



Fitness, Photography, Traveling, Food, Branding & Design, Nutrition & Wellness

WORK EXPERIENCE

Raw Personal Trainig

Hong Kong

Oct 2022 - Present

Marketing Manager

Brand, content social media creation and management across all platforms and channels. Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for process, content and lead generation to grow the Raw community.

Personal Trainer

Specialise: Strength and Mobility training, Women health and wellbeing, food relationships and habit building

Hybrid Gym

Hong Kong

Hong Kong

Jan 2020 - Oct 2022

Creative Marketing Specialist

Marketing lead during the launch of the third global gym location in Hong Kong in 2021 - Hybrid Gym H Queen's which specialises in Group Training and Martial Arts

Brand Management - Developing, maintaining, and promoting the Hybrid brand on all channels and platforms.

Content Management - Creation of dynamic written, graphic, photography and video content with the assistance of Hybrid Coaches for technical expertise.

Website Management - Update and maintain the website

Social Media Management - Oversee day-to-day management of campaigns, creation and implementation of the monthly editorial and social calendar, track performance and analytics, and liaise with relevant vendors. Showcasing the day-to-day at Hybrid of client and coaches.

Market Research - Market research and strategy, analyse of industry trends and opportunities, customer behaviour and competitive landscape. Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for process, content and lead generation to grow the Hybrid community.

Communications - Manage promotional events, partnerships and other opportunities

Lead Generation - Reaching out to new clients and engaging with new audiences through digital and offline marketing

Coordinate with videographers and freelancers to deliver commissioned and licensed content to support marketing execution

Canadian International School of Hong Kong

Hong Kong

Aug 2016 - Jan 2020

Development & Communications Coordinator

Lead exploration and execution to ignite social media to increase connection and engagement with parents, students, outside stakeholders.

Launched Snapchat and Instagram (steady 20% growth each month in followers) platforms to engage students with experiences to share as part of a new initiative.

Redesigned the school's alumni magazine to engage their alumni with their stories and updates of the school; Design and launched school's semi-annual magazine (Red & White) to expand the CDNIS community.

Creating digital items including website banners and digital display advertisements in both digital and print media publications (Expat Living, Southside, SCMP, TIE). Other areas of responsibility:

Created and edited publications, editorials and paid advertising; explored new media and social marketing opportunities such as interactive print.

Organised internal & external events: annual Golf Day, Parent Socials, Staff Socials to engage both our CDNIS community and the community; and liaising with vendors and key sponsors. Maintained and troubleshooting the school's new website; Providing digital photography & videography from a designer's perspective.

Sailing & Rowing Coach

Lead the first Sailing and Rowing TWolves Team in CDNIS in 2017

Liaising with Royal Hong Kong Yacht Club for sessions, certifications, and inter-school races.



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WORK EXPERIENCE (CONTINUED)

Tweedlets <i>Mar 2014 - Present</i>	Fitness Foodie Content Creator Eat to be fit! Achieving goals and muscle gains without foregoing the taste when it comes to eating! A lifestyle platform filled with food ventures, encourages a healthy and active lifestyle. Creating recipes focusing on health; Developing relationships with brands and audience through social and online channels; Working with design elements - brand and blog design, food styling, photography; Social media management; Content writing (blogs and features).
Torq Cycle Hong Kong <i>Aug 2016 - Jan 2017</i>	Studio & Social Media Specialist Developed social media strategy for Instagram & Facebook for a more structured social feed; Content creation and copy writing to attract new customers while keeping our loyal customers; Market & Trend Research; Developed content and ideas for newsletters and fitness challenges; Delivered excellent customer service in a timely and professional manner and managed all front desk related activities.
Superfoodio London <i>Sept 2015 - Jan 2016</i>	Brand & Social Media Specialist Designed brand and social media guidelines that liaise with the brand's mission; Content Creations for Social Media Channels that matches the brand's style: Micro copy writing, Food Creations and Food Styling & Photography; Gained an addition of 300+ followers on Instagram within the first month. Recipe Development for Recipe cards in Subscription boxes; Research and Planning Subscription box content; Market and Trend Research; Planning marketing campaigns Established strong relationships with current and potential food/lifestyle brands and influencers; Assisted with event set-ups and sampling sessions
Tiffany & Co. London Heathrow T5 <i>Dec 2014 - April 2015</i>	Sales Professional Established relationship with frequent flyers and business person flying through Terminal 5; Personalising each individual client's experience to meet their exact needs.
McCann Erickson Hong Kong <i>June - Aug 2013</i>	Creative Intern Back-translating Script from Chinese to English, Layout Designs, Market Research, Drafting Ideas. Client: Darlie
WAYN Ltd London, UK <i>Aug 2012 - April 2013</i>	Product Designer Worked in the product team, implementing new concepts and development and design of the social and travel networking website. Regular UI/UX website evaluations.

EDUCATION

Brunel University London, UK <i>Sept 2014 - Nov 2015</i>	MA Design and Branding Strategy – Merit Saffron Brand Prize for Excellence in Strategic Design Branding 2015	Dissertation: <i>Sensory Experience in London Restaurants</i> Strategic Design Management, Branding Strategy, Design and Branding Futures, Innovation Strategy and Management
Brunel University London, UK <i>Sept 2010 - June 2014</i>	BA (Hons) Industrial Design and Technology – 2:1 President of Chinese Society 2011/12	Major Project: <i>A designer's travel guide for Hong Kong</i> Contextual Essay: <i>Culture's Impact on Fashion</i> Contextual Design, Innovation Management, Graphic Communication, Human Factors
Central St. Martins London, UK <i>Sept 2009 - June 2010</i>	Foundation Diploma in Art & Design – Merit	Pathway: Product Design