



# Cassie Chan

## CONTACT



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Cassie Chan

## PERSONAL SKILLS

SEARCH ENGINE MARKETING  
(SEO & SEM)

DIGITAL PROGRAMMATIC  
AND OFFINE MARKETING  
PLANNING

SOCIAL AND VIDEO CONTENT  
DEVELOPMENT

INFLUENCER MARKETING

MEDIA BUY & PLANNING

## SOFTWARE SKILLS

ILLUSTRATOR

PHOTOSHOP

PREMIERE

GOOGLE WEB DESIGNER

WORDPRESS SEO

## PORTFOLIO

[HTTP://WWW.CASSSSSIEWAI.COM](http://www.casssssiewai.com)

## WORKING EXPERIENCE

**PARKnSHOP, A.S Watson Group**  
*Senior Marketing Executive*

6/2022 Till Now

- \*Lead an integrated (online and offline) team in the strategic development and execution of impactful branding campaigns across ATL and BTL strategies.
- \*Capitalized on expert knowledge in search engine marketing (SEO & SEM)
- \*Lead the Content development including video production and live broadcast to revitalize PNS social media presence, specifically on 小紅書, Facebook and Instagram.
- \*Drafting social content and social strategy towards the audience
- \*Coordinated with internal and external stakeholders for creation and placement of POSM and other trade materials in-store

**PressLogic, HolidaySmart**  
*Digital Content Anchor*

1/2022-4/2022

- \*Research and write trend-setting stories for video and articles ride on expert knowledge in search engine marketing (SEO)

**Metro Broadcast**

10/2020-9/2021

*Digital Content Officer*

- \*Develop content and SEO strategies to grow Facebook, Instagram fans and website traffic
- \* Manage SEO articles, produce broadcast live show, online videos and handle social media feeds
- \*Provide creative strategy, follow up on clients KPI and prepare advertising proposals

**Dentsu X, Dentsu**  
*Media Executive*

3/2018 - 10/2019

- \*Developing and presenting media plans, media plan revisions, media evaluations.
- \*Effectively communicate media objectives and strategies to Media Buying Team.
- \*Handle the SEM and paid social advertising with good knowledge for Google Ads Display, Programmatic and Meta business suite.
- \*Full understanding of campaign tracking and reporting and data analysis.

## EDUCATION

8/2013 - 7/2017

Hong Kong Metropolitan University  
Creative Advertising and Media Design