

# CHLOE LAM

Marketer | Product Management

A fast-learning and “can-do” marketing professional with over 4 years of hands-on experience in the media and telecommunications industries. Passionate about elevating user experience and branding through marketing strategy, digital design and communication. Recently completed a Master's in Digital Marketing. Currently seeking to leverage personal skills and experience in digital management-related positions within a dynamic context.

## CONTACT

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EMAIL  
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PORTFOLIO WEBSITE  
[www.chloelamhy.com](http://www.chloelamhy.com)

LINKEDIN  
[/chloelamhy](#)

## SKILLS

Marketing Research

Design & Editing  
(e.g. PS, Figma, Wireframe)

Content Management System  
(e.g. Wix, Wordpress)

SEM & SEO

Data & Analytics  
(e.g. GA4, GTM, Tableau)

Project Management  
(e.g. Confluence, Miro, Jira)

## LANGUAGES

Chinese (Cantonese & Mandarin)

English (IELTS 8.0)

German (CEFR B1+)

## WORK EXPERIENCE

### Senior Brand Marketing Executive, NeoDerm Group

2023 Aug – Present, Hong Kong

### Senior Marketing Executive, PCCW Media Group – Now TV

2021 Jul – 2022 Aug, Hong Kong

- Acted as a product manager for Now TV's set-top box, website and app user interfaces (UI) to drive continuous improvement towards a more personalized and intuitive user experience by driving priorities and engaging decision makers at appropriate levels.
- Oversaw the end-to-end delivery of the new smart device, Now H1, adopting the Agile methodology.
- Launched 3 key UI features on app and web platforms to maximize engagement across varied customer segments.
- Extracted customer insights through surveys and focus group to contribute to the development of product roadmaps and strategies.
- Collected, consolidated, and outlined user requirements for feature development while ensuring its alignment with market expectations, trends and overall business strategies.
- Collaborated closely with UI/UX designers, product and development teams to craft cohesive language systems across a variety of contexts, including CMS components, editorial content and help text.

### Senior Marketing Officer, Sing Tao News Corp. – Ohpama

2021 Jun, Hong Kong

- Handled and executed all-rounded marketing initiatives for Ohpama and clients' accounts, including content management, event management, and media planning.
- Created write-up and managed daily operations of Ohpama's and 24parent's website and Instagram account with 34K+ followers.
- Practiced eDM marketing using multiple tactics, including retargeting, personalization, and A/B testing.

### Marketing Specialist, Pearson Education Asia Limited

2019 Oct – 2021 May, Hong Kong

- Formulated branding, B2B, and B2C go-to-market strategies for a portfolio of digital products and educational solutions with 7K+ SKU.
- Assisted with the launch of Pearson e-store to create additional B2C touchpoint for textbooks, readers, and other educational offerings.
- Liaised with and managed 15+ business partners, agencies and creative talents for customer engagement projects.
- Assisted in forecasting and controlling marketing budget.

### Marketing Executive, PCCW Media Group – Now TV

2018 Jun – 2019 Oct, Hong Kong

- Assisted in the launch of the revamped Now Player Website by performing user-acceptance tests (UAT), and communicating the logistics with internal and external parties.
- Conducted benchmarking, designed quarterly surveys to validate a user-friendly design and journey.
- Offered timely advice to escalated customer complaints to ensure a seamless delivery of the digital experience across touchpoints.

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## INTERESTS

Travel  
Photography  
Music  
Art  
Language learning

## ORGANIZATIONS

- Junior Achievement Hong Kong  
2013-2020
- Hong Kong Scrabble Players  
Association  
2014-2018
- Student Mentor, City University  
of Hong Kong  
2016-2019
- Strategic Marketing Committee,  
City University of Hong Kong  
2015-2016

## EDUCATION

### MSc Digital Marketing Strategy, Trinity College Dublin

2022 Aug – 2023 Aug, Ireland

- Achieved Distinction/First Class Honors

### BBA Marketing, City University of Hong Kong

2014 Aug – 2018 Jul, Hong Kong

- Obtained Second Upper Class Honors with overall GPA 3.48.
- Received Dean's List and Outstanding Academic Performance Award in 2018.

### BA UZH Wirtschaftswissenschaften, University of Zurich

2017 Feb – 2017 Jun, Switzerland

- On formal exchange study.

## RECENT PROJECTS

### Freelance Digital Marketer, Be Sattva Ltd.

2023 May – Present, Ireland

- Devise and execute marketing initiatives, including website design, on-page and off-page SEO, collateral design, social media management, and business analytics monitoring, to increase brand awareness and generate sales leads.
- Increased site traffics by 231% in the first month after the revamp and generated 560% more in total sales in the second month.

### Marketing Consultant, Solus Lightbulbs

2023 Feb – 2023 Apr, Ireland

- Conducted a digital audit using tools like Heatmap and Lighthouse, and devised all-rounded social media, SEO, paid advertising and e-Commerce strategies to raise brand awareness.
- Integrated digital tools into the client's account and provided guidance on digital measurement tactics, actions and controls to facilitate data-driven marketing as part of the business's digital transformation.
- Achieved more than 705K+ impressions in a two-week SEM campaign, with higher than industry-average click-through rates (CTR).

## CERTIFICATE & QUALIFICATIONS

### Google Ads Measurement Certification

2023, Google Digital Academy

### Google Ads Search Certification

2022, Google Digital Academy

### Google Ads Display Certification

2022, Google Digital Academy

### Google UX Design Professional Certificate

2021, Coursera & Google

### Google Analytics Individual Qualification

2020, Google Digital Academy