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SUMMARY

5+ years of proven success in digital marketing across diverse environments including in-house, agency, and freelance roles. A track record of driving success for companies from APAC, US, UK, and Europe. Demonstrated leadership at Perk (Canada) to lead successful campaigns with esteemed partners such as Pfizer, Microsoft to achieve business goals with tailored marketing strategies. Managed an 800K USD monthly spending eCommerce funnel at Prenetics, a Nasdaq-listed Hong Kong biotech startup. Experienced with marketing capabilities spanning Google, Meta, and offline marketing. Spearheaded projects encompassing DTC diagnostic products and collaborative COVID-19 testing endeavors with the Hong Kong government.

WORK EXPERIENCE

Perk Canada

Campaign Manager

March 2023 – October 2023

- Led teams in development and execution of performance oriented affiliated campaigns.
- Presented campaign performance to cross-functional stakeholders and provide recommendations on a daily basis.
- Joined publishing manager in leading web designers and content writers to develop engaging website content to reach high potential target audiences and implement SEO strategies.
- Managed relationships with different North American partners to achieve profitable results, examples of esteemed partners: Pfizer, Microsoft, Adobe, Doordash.
- Researched on the latest market trend to ensure updated marketing practices and user needs were satisfied.

Freelance

Ecommerce Scaling Specialist

August 2022 – Current

- Conduct eCommerce website and marketing channel audits for clients from Singapore, US and Canada.
- Communicate with clients regularly on business goals, website optimization and performance of digital campaigns.

Prenetics

Senior Digital Marketing Specialist

May 2022 – August 2022

- Led a team to develop and manage ROI driven digital campaigns for products and services under Prenetics, including: CircleDNA, Circle Snapshot, Project Screen.
 - Managed eCommerce funnels for a diverse portfolio of DTC health and wellness products across the globe, with strong focus on HK, MO, TW, SG, MY, TH, North America and UK.
 - Scaled eCommerce funnels to an average of 800k USD monthly spending on Meta, Google(SEM, GDN), Youtube.
 - Drove more than 2 million USD monthly revenue.
- Monitored website traffic for optimization of customer journeys on all touch points with tools including Google Analytics, GTM and heatmaps.
- Communicated with different teams and created timelines for campaigns that were aligned with the quarter revenue target.
- Presented reports to global, cross-functional stakeholders (include product, creative and upper management) on marketing performance and provided recommendations regularly.
- Achieved target KPIs through daily analysis of campaign metrics on different online channels (Paid social, SEM, etc) and strategically manage bid, budget, media placement, audience targeting, copies and creatives.
- Performed keywords research daily(with SEMrush) and testing to develop targeted SEM strategies.
- Provided support to developers in website maintenance to ensure best SEO practices are implemented on websites.
- Planned and developed content pipeline for social media platforms. (Facebook, Instagram, Tiktok)
- Drive brand engagement and visibility with influencer partnership and social media initiatives.
- Manage logistics with in-house team and agency in creative projects for content for paid marketing, website and social.
- Coordinated with the content team to develop a pipeline for effective email marketing(eDM) and generated high quality leads through digital channels.
- Promoted COVID-19 testing initiatives at Hong Kong international airport(pre-departure testing) and in community settings in collaboration with the Hong Kong government.

WORK EXPERIENCE Cont.

Prenetics

Lead Facebook Advertiser

February 2020 – May 2022

- Maintained a scalable and ROI driven Meta advertising funnel to achieve target KPIs.
- Collaborated with influencers to create content for Facebook, Instagram, and Youtube to build brand awareness.
- Presented performance reports to global cross-functional teams.
- Developed an automated campaign setup process that greatly reduced manual work.
- **Selected Campaign Experience:**
 - 2020 CircleDNA Singles' Day campaign: achieved one million USD overall revenue through social lead generation and paid campaigns.
 - 2020 CircleDNA International Women's Day campaign: achieved one million USD overall revenue through social lead generation and paid campaigns.

Glitch (Marketing agency)

Digital Marketing Intern

July 2019 – January 2020

- Carried out pitching, audit and onboarding for eCommerce clients from HK, US, UK, Europe and China.
- Worked closely with account managers to understand clients' goals and ensure clients' satisfaction.
- Communicated with clients on campaign progress and presented results and strategies regularly.
- Preparation and execution of marketing strategies for different clients.
- Responsible for creative design and ad copy drafting for different eCommerce brands.

Hospital Authority

Temporary Undergraduate Nursing Students

May 2018 – October 2019

- Provided assistance to other health professionals and administered patient care in Palliative Care Centre (C7) within Ruttonjee Hospital.

SKILLS & QUALIFICATIONS

Languages: Fluent in Mandarin, Cantonese and English

Creative Tools: Adobe: Illustrator, After Effects, Premiere Pro, Photoshop, InDesign, Flash

Digital platforms: Adobe Magento, HubSpot, Meta Business suite, TikTok, Taboola, Google Tag Manager, Google Analytics, Google SEM (pay-per-click), Google Display Network, Youtube, Shopify, Shopline

Skills: Client management, Presentation, Project management, Email marketing, Biddable media strategies

Web & App Development: Experienced in HTML5, CSS3, JS, CPanel, WordPress, Webflow and other CMSs.

Certifications: Registered Nurse (General), Google Tag Manager Fundamentals, Google Analytics for Beginners, Google Ads Search Certification, HubSpot Marketing Software Certification

EDUCATION

The University of Hong Kong

Bachelor of nursing

Class of 2019

- Studied and researched on public health promotion and developed data-driven analytical skills.
- Conducted health seminars in schools in cooperation with NGOs.
- Develop written and graphic health promotion materials.
- Hands-on experience in a highly dynamic and acute hospital setting.

LEADERSHIP

Lacrosse team, University Hall, HKU

Captain

March 2016 – April 2017

- Attended league meetings and organized games and practices in lieu of coaching staff.
- Successfully recruited over 10 new players and re-establish alumni network.

Student Association, University Hall, HKU

Welfare secretary

April 2015 – April 2016

- Reached out to companies for sponsorship campaigns for University Hall, included: Event Elite, DOS, BUDDY.
- Responsible for the design, sourcing and stock management of clothing and other items for University Hall.