



## Kai Lap Cheng , Alex Marketer, Innovator, Leader

Digital marketing expertise with 8 years of solid marketing experience. Develop, implement, track and optimize our digital marketing campaigns across all digital channels to increase the ROI .

### SKILL

<ul style="list-style-type: none"> <li>• <b>Social Media and Social Monitoring (Facebook/Instagram/Weibo/WeChat/Meltwater)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Email Marketing (Emarsys / Mailchimp/ HTML template)</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Affiliate Programe (Vizury/Criteo/ChineseAN/iPrice)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Quantitative Analysis (Google Analytics/ Apsalar/Python/Comscore)</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Digital Advertising (SEO/ SEM/ PPC)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Conversion Tracking (Google Tag Manager/SDK)</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b>Website Enhancements (Various CMS like Wordpress,Magento/HTML/CSS/Javascript)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Photoshop, Dreamweaver, Illustrator, Lightroom, Premiere, MS Excel, PowerPoint, Word, and Outlook</b></li> </ul>

### WORK HISTORY

*Assistant Digital Marketing Manager*



*Network World Technology Limited 3/2018 – 05/2019*

- ✓ **Plan and execute the comprehensive promotion strategy of new app launch in ATL and BTL**
- ✓ **Develop and manage digital marketing campaigns to maintain the high engagement and retention of members**
- ✓ **Measure and report performance of all digital marketing campaigns, and assess against goals (ROI/KPI/OKR)**
- ✓ **Work collaboratively with other internal or external teams (e.g. Design, Creative, IT, Vendors) to develop the touch points for any marketing campaigns and optimize user experience in multi devices**
- ✓ **Fully responsible to manage the expense and budget of campaigns and yearly marketing plan.**
- ✓ **Formulate the offline strategies that support the online campaign and objective like drawing the app installation number and increasing the brand awareness.**
- ✓ **Raise the joint-promotion with other parties like Emperor Group, Sun Entertainment, Intercontinental Film, Jcdecaux, MOOV and so on.**

*Assistant Marketing Manager – Digital*



*HKT – The Club*

*11/2017 – 03/2018*

*Team*

- ✓ **Plan and execute digital marketing campaigns from ideation and agency briefing through ensuring quality of deliverables.**
- ✓ **Create the grid and working flow to agency and internal for business active operation.**
- ✓ **Manage The Club’s materials to develop meaningful engagement with members through our website and other social communities.**

- ✓ Develop the online media/promotion plan for various campaign which is invested over \$1M HKD and tracking the result for optimization.
- ✓ Key person to initiate the YouTube Channel through different video programme and working with influencer to explore the younger market.
- ✓ Monitoring and analyzing the SEM performance and optimization (Google AdWords and Yahoo Bing Ads) with best practices like RLSA, A/B testing , pulling in the negative keyword, re-structuring the campaign setup.

<i>Digital Marketing Manager</i>		<i>Hong Kong Esports Limited</i>	02/2017 – 09/2017
<i>Assistant Marketing Manager (Digital)</i>			12/2015 – 02/2017

- ✓ Leveraging any social media and content marketing tools (Meltwater, Socialbakers) to gather the top practice of content creation.
- ✓ Programmatically conduct data from API of social media and analyze the data into actionable insight
- ✓ Created and maintained weekly reports from data gathered from Google Analytics, Google AdWords, Google Firebase and Facebook Advertising Manager to present to regional marketing head showcasing the progress of all online marketing efforts.
- ✓ Modify the ads set and ads copy to reduce the cost per like under \$2 and cost per installation under \$10 in Facebook advertising, increase 800,000 page likes in total. Also, leveraging any advertising objectives ads to help company reaching their business goals and meet the KPI
- ✓ Oversee a multi-million-dollar marketing budget in PPC and social media advertising campaign and lower the CPA by 70%
- ✓ Led the SEO kick-off project including sitemap submission, analyzing keywords, in-page content, internal and external linking. And share those SEO best practices to any involved stakeholder.
- ✓ Building and nurturing relationships with marketing, PR agency, category influencers and media
- ✓ Familiar in project and campaign Initiation with other MNC and media like 3HK, PCCW, Razor, Lenovo, TVB, ViuTV, HK01 and so on

<i>Senior Marketing Executive</i>		<i>BEECRAZY</i>	03/2015 – 12/2015
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- ✓ Proactively initiate, plan and carry out online marketing campaigns including SEO, SEM and social media marketing, etc
- ✓ Setting up the goal funnel and review the visualization report to understand the flow of customer and identify any opportunities to increase the conversion rate.
- ✓ Drove strategy for interactive marketing campaigns (planning, execution, and analysis) over \$1M budget across digital channels (Display, SEM and Affiliates), which helped drive over \$2M profit every month.
- ✓ Analyze report data and look for optimization opportunities to improve ROI in online marketing campaigns
- ✓ Brainstorm event angles for BEECRAZY website, mobile and social media platforms (e.g. Facebook, IG, Weibo and iOS/ Android Apps)
- ✓ Full responsibilities in marketing spending budget (over 10M HKD) and review in Hong Kong market
- ✓ Well experience in liaising with merchants, advertisers, agencies, publishers, DSN, banks and large corporations
- ✓ Lower the cost per order by 50% using the technique of Google Adwords, such like appropriate match type, well-plan structure between keywords, ad groups and campaign, split testing, insertion keywords, etc.
- ✓ Plan and execute email marketing campaigns and send it out to over 2M accounts, including new acquisition and retention program, with monthly profit over million dollars.

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- ✓ Set up the rules for any triggered and recurring email campaign.

*General Manager*



*Shalex Fashion Online*

**03/2013 – 02/2015**

- ✓ Make the business from idea to reality, business development, logistics, sales, marketing, online advertising, web design and execution, graphic design.
- ✓ Formulate and execute the marketing plan with different marketing tools and channel such as MailChimp(Direct Email) Google AdWords, Adroll, SEO ranking, different kind of social network.
- ✓ Leverage the multivariate (A/B) splits campaigns to test out the best subject line format, length or any wordings to increase the open rate, click rate and conversion rate
- ✓ Improved the useful skill in website design and graphic design like Html 5, CSS, J-Query, Photoshop, Illustrator, Lightroom and etc.
- ✓ Monitor the sales and customer traffic though CMS or some tools like Shopify and Google Webmaster.
- ✓ Gain Experience in dealing and bargaining with wholesaler and supplier.

*Retail Marketing Executive*



*HTC*

**12/2011 – 03/2013**

- ✓ Plan and involve the design of the POSM/POP such as those kiosk, paper stand, pedestal, leaflet, premium, etc.
- ✓ Arrange the resource to the event site to get ready for occasion.
- ✓ Site visit the point of sales and grab the primary data for marketing report.
- ✓ Generate the report to analysis the market trend and formulate the plan against competitor.
- ✓ Perform on-site training to sales and partners in shop front

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## EDUCATION BACKGROUND

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- 2010-2011** BA (Joint Honor Degree) Marketing and Management at **University of Hull**  
(United Kingdom)
- 2008-2010** Higher Diploma Programme (Marketing) at **School of Continuing and Professional Studies, The Chinese University Of Hong Kong**  
Cumulative Grade Point Average: 3.32 (All Subjects)  
Dean's List

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## PERSONAL INFORMATION

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- Position applied for:** Digital Marketing Manager      **Availability:** 1.5 month
- Name:** Cheng Kai Lap, Alex (鄭啟立)      **Tel. no.:** 9234-5799
- Address:** Flat B, 17/F, Tung Bo Mansion, Main Street East, Shau Kei Wan, Hong Kong
- Email Address:** alckl0727@hotmail.com
- Age:** 30 years old
- Current Salary:** HKD 29,000 \* 13 months
- Expected Salary** HKD 35,000