

Yuk Lam "Genie" YIP

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PROFILE SUMMARY

Communicative, outgoing, hands-on senior digital marketing professional with more than 15 years of well-rounded experience in digital marketing, including paid search, social, and market research. Well-versed in client servicing, business development, and team management. I have been helping clients in China market research and digital marketing programs through project and team management. I can build strategic actions and media plans, positioning them to drive marketing initiatives, boost brand awareness, and improve clients' ROI. I launched 100+ websites, official social accounts, and campaigns on social and search engine platforms. Previous clientele: Henkel, J&J, Lil-lets, Sennheiser, VEJA, Bottega Veneta, Bosch, Bogner, PepsiCo, Huawei, Electrolux, etc. I seek exciting projects to develop long-term, meaningful collaboration and success.

PROFESSIONAL EXPERIENCE

Independent Contractor/Freelancer

Mar 2021- Present

Deliver my value in China for my global clients:

Key Project Highlights:

- **Design and Implement WeChat User Journey and Marketing automation Campaigns via WeChat CRM.**
- As the consultant of **Interpublic Group (IPG)** with agencies including **Reprise, UM, Mediabrand, MRM, McCann, and Mullenlowe Profero**, reported to the CEO of Reprise China, led and supported a team of local digital specialists on planning & strategy, business development, client pitching, and review of campaign projects.
- As the China Market Research Consultant for **STABILO International GmbH & Schwan Cosmetics International GmbH**, delivered market insights and learning for client's innovative products and personas development of various consumer segments for the China market, achieved all project goals with a 98% response rate during the pandemic lockdown in Shanghai.
- As the relocation counsellor for **Dwellworks & genieyip.com**, I design 1-1 customised city orientation itineraries by utilising my experience, knowledge, and resources to help clients realise their new chapter of life and lifestyles in Shanghai city.

Awarded 2021 New Network Partner of the Year – China Destination Services

SEKKEI STUDIO, SHANGHAI, CHINA

Dec 2017 – Mar 2021

General Manager

Sekkei Studio is a digital agency that offers all-around digital marketing consulting and implementation, including web design and development and social and search marketing services in Paris and Shanghai.

- Directly reported to the Founder in Europe, was responsible for the business management of the Sekkei studio in Shanghai, China, and led a team of 15 digital specialists.
- Heavily involved in business development, marketing, and client servicing and managed the team to provide digital marketing services and training workshops, including Digital Marketing Strategy, Baidu SEO & SEM, WeChat Marketing, and Marketing Landscape (Competitor) Analysis.
- Formulated Social CRM and Social Commerce, KOL, and SEM/SEO solutions for global clients to tap into the Chinese market and enhance digital marketing effort
- Monitored project timeline and ensured high-quality delivery of content with high response rates
- Communicated closely with global clients, handled their inquiries, and ensured they were aligned with project status.
- Prepared client pitching deck and regularly met with potential clients for BD and achieved a 35% conversation rate.
- Monitored projects' budgeting & forecasting, prepared financial reports and P&L for management review.
- Oversaw all back-office functions, including HR, Administration, Recruitment, Finance, etc.
- Represented the firm to attend technology and network events in Shanghai and Hong Kong

Achievements:

- Constantly outperform yearly targets with a track record of success in client development and retention.
- Developed highly effective digital marketing strategies and WeChat CRM solutions for global clients

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THE WALT DISNEY COMPANY (CHINA) LTD., SHANGHAI, CHINA

Jan 2017 – Jun 2017

Creative Operations Manager, Central Creative, Greater China

The Walt Disney Company Limited markets and distributes home entertainment products, films, and theatrical productions.

- Directly reported to the Head of Central Creative and is responsible for managing the timeline of all creative processes to ensure high efficiency and productivity of the Creative team.
- Communicated with VP, Product Creative Designers, and regional offices to align our creative goals and initiatives
- Monitored the local design program creation and development, including budgeting, resources management, etc.

RIMAGINE DESIGN, SHANGHAI, CHINA

Mar 2015 – Dec 2016

Senior Account Director

Rimagine was an internationally owned and managed creative design production studio in Shanghai, China.

- Directly reports to the Founder based in Germany and is responsible for the operation of China's studio.
- Led and managed a team of internal and external photographers, retouch specialists, and back office.
- Communicated closely with HQ and followed up on business opportunities, and managed leads pipeline
- Managed end-to-end creative project from planning to execution and delivered high-quality images
- Worked closely with external creative agencies and acted as the business partner in brand and marketing
- Client portfolio: PepsiCo, Huawei, WMF, Bosch, Electrolux, Walmart, etc. | Agencies: Havas, Service Plan

ASIA MARKET DEVELOPMENT, SHANGHAI, CHINA

Apr 2014 – Nov 2014

Digital Strategy Manager

Asia Market Development was a Shanghai market research, brand & marketing communications firm.

- Referred by the previous network to join as an in-house digital strategy manager in China
- Responsible for localization and fostering AMD partnership, managed online marketing research solution and strategy for CN market.

AQUARIUS ASIA LIMITED, SHANGHAI & HONG KONG

Feb 2010 – Dec 2013

Senior Digital Strategist (Based in Shanghai)

Jul 2011 – Dec 2013

Project Manager / Graphic Designer (Based in Hong Kong)

Feb 2010 – Jul 2011

Aquarius Asia was a digital-first marketing agency based in Hong Kong and Shanghai that developed digital concepts and implemented them for multinational enterprises across the Asia Pacific.

- Directly reports to the Founders of the business and was the first joiner when they set up the company in Hong Kong, transferred to Shanghai in 2011 to cope with the business expansion plan and successfully developed the business to more than 50 staff within four years.
- Responsible for formulating digital strategy and website development for MNCs, e.g., Bosch, supported website development and marketing collaterals for more than 14 countries in the APAC region
- Drive digital market strategies and all campaigns. Meet KPIs and constant follow-up with clients to deliver add value services.
- Supported the M&A project of the business, and Service Plan successfully acquired Aquarius in 2014

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FRENCH CHAMBER OF COMMERCE IN HONG KONG Publications and Communications Assistant Hong Kong

Jun 2009 – Feb 2010

The French Chamber of Commerce and Industry in Hong Kong has been serving the interests of the French business community in Hong Kong for over 30 years.

- Directly reported to the Manager and was responsible for all PR and communications content and materials graphic design following brand guidelines in Hong Kong.
- Supported office administration and operation activities upon management request

STRENGTHS

- **Trilingual:** English, Cantonese, and Mandarin, outgoing and communicative personality
- Able to **lead and motivate** team members of diverse cultural backgrounds
- **Experienced** manager in team operations, building efficient SOPs to deliver business values
- Strong marketing and digital media **agency experience** – both 4As and independent agencies
- Affluent clientele **account servicing** experience and **maintain healthy working relationships with clients and vendors**
- Strong in **research and data analysis, identifying implications** and building insightful presentations
- **Imaginative** problem solver, I develop pragmatic **solutions** to unforeseen challenges
- Attention to detail with 5 years of **creative multimedia design** experience
- A **go-getter: Strong network** in various trades through years of collaboration and job experiences.

ACADEMIC BACKGROUND

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| 2009 | Hong Kong Baptist University
Bachelor of Social Sciences (Honors), Major in Digital Graphic Communication & Minor in Marketing |
| 2007 | Hong Kong Polytechnic University
Higher Diploma in Multimedia Design & Technology |

ADDITIONAL INFORMATION

Language skills: Fluent in English, Cantonese, and Mandarin

Tech Skills: Proficient in both MAC and PC operating systems, Microsoft Office 365, Advanced PowerPoint and Keynote, Professional website CMS tools operation, WeChat Marketing, Google & Baidu Analytics, search console, MailChimp, Adobe Creative Suite: Illustrator, Photoshop, InDesign. Built websites from scratch using tools such as Square Space and Strikely (sxl.cn)