

PROFESSIONAL SUMMARY

Trilingual brand marketing and multimedia professional with 5+ years of experience in digital content creation, website management, food and restaurant marketing, event activation and integrated communications across Canada and Hong Kong. Experienced in developing social media content calendars, maintaining brand consistency, coordinating restaurant and creator partnerships, supporting product and event promotions, and analyzing campaign performance. Demonstrated success increasing digital engagement by up to 30% and search visibility by 20% through audience-focused content and user-centric digital experiences. Proficient in Canva, Adobe Creative Suite, WordPress, Figma, Salesforce CRM and Microsoft Office, with fluency in English, Cantonese and Mandarin.

CORE COMPETENCIES

Brand Marketing: Brand Positioning, Brand Consistency, Integrated Marketing, Campaign Execution, Product Promotion, Audience Engagement

Food and Community Marketing: Restaurant and Food Brand Promotion, Merchant Partnerships, Food Creator Collaboration, Product Launches, Food Events and Market Activations

Digital and Content Marketing: Social Media Content Calendars, Content Scheduling, Website Content Management, SEO, Campaign Assets, Promotional Content

Creative Production: Canva, Graphic Design, Video Production, Web Banners, Marketing Collateral, Presentation Design, Visual Storytelling

Events and Field Activation: B2B and Consumer Events, Trade Event Logistics, Vendor Coordination, Event Setup, On-site Execution, Promotional Displays

Analytics and Project Support: Social Media Insights, Website Traffic Analysis, Campaign Performance Tracking, KPI Reporting, Project Scheduling, Stakeholder Coordination

Technical Skills: Canva, Adobe Creative Suite, WordPress, Figma, Salesforce CRM, Microsoft Word, Excel, PowerPoint and Outlook

Language: English – Fluent; Cantonese – Native; Mandarin – Fluent.

WORK EXPERIENCE

Marketing Coordinator | UI/UX Designer

January 2026 - Present

Snapeats Group Limited | Toronto | snapeat.ca

- Develop and execute digital marketing content for restaurant, food and merchant brands across websites, social media and promotional channels.
- Plan and manage social media content calendars, including campaign themes, visual assets, publishing schedules and promotional priorities.
- Create food-related graphics, website content and campaign materials using Canva, Adobe Creative Suite and Figma.
- Collaborate with restaurants, merchants, food creators and internal teams on brand campaigns, product promotions, food events and local market activations.
- Maintain brand consistency across websites, social media content and promotional materials.
- Analyze social media insights, website traffic and campaign performance to improve content, engagement and future marketing initiatives.

Freelance Multimedia Designer

Toronto, Canada & Hong Kong | www.chrisli-lns.com

- Develop branded marketing materials, social media graphics, promotional videos, website content and digital campaign assets for more than 10 clients.
- Edit Instagram Reels and audience-focused digital content, with top-performing content reaching 388K views and increasing client engagement by up to 30%.
- Translate client objectives, brand positioning and value propositions into clear and visually engaging communications.
- Maintain brand consistency across websites, social media platforms, campaign materials and offline promotional assets.
- Manage client requirements, project schedules, revisions and final deliverables across multiple concurrent assignments.

UI & UX Designer (Field Placement)

October 2023 - December 2023

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Designed and launched an SEO-optimized marketing website that increased search visibility by 20%.
- Organized website content, navigation and visual positioning to clearly communicate product features and brand value.
- Planned and facilitated more than 10 user-testing sessions and presented findings to internal stakeholders.
- Consolidated qualitative feedback into actionable improvements that contributed to a 25% increase in reported user satisfaction.
- Managed testing schedules, project documentation, stakeholder communications and iterative website updates.

Project Manager & UI & UX Designer (Project - Client Collaborations)

January 2023 - April 2023

Fundvantage, Adi Labs Inc. | Toronto, Canada (Remote)

- Coordinated client projects by managing schedules, deliverables, stakeholder communications and project updates.
- Developed and presented design recommendations aligned with client positioning, audience needs and business objectives.
- Facilitated regular meetings, documented feedback and maintained alignment across multiple project priorities.
- Conducted user-experience analysis to identify opportunities to improve platform navigation, content presentation and audience engagement.

Communications & Resource Development Executive

April 2022 - November 2022

Hong Kong Red Cross | Hong Kong | www.redcross.org.hk/en/

- Developed promotional content, event communications and marketing materials to increase public awareness and participation.
- Coordinated public-facing campaigns, charity events and donor workshops, contributing to a 20% increase in attendance.
- Managed event materials, venues, vendors, production schedules and on-site execution.
- Liaised with sponsors, vendors and internal stakeholders to coordinate campaign requirements, timelines and follow-up.
- Tracked campaign and event performance through CRM data and analytics to support reporting and future planning.

WORK EXPERIENCE (CON'T)

Event Coordinator

December 2018 - November 2022

Unicorn Exhibition Services Co. Ltd & Rubix Studio | *Hong Kong*

- Planned and executed 30+ corporate, B2B, promotional and community events across multiple venues.
- Coordinated event setup, production, permits, suppliers, promotional materials and on-site logistics from planning through completion.
- Liaised with clients, vendors, performers and event partners to confirm branding, production and operational requirements.
- Managed event budgets, timelines, teams and multiple concurrent priorities while maintaining service and presentation standards.
- Conducted post-event follow-up and reviewed operational outcomes to identify opportunities for future improvement.

EDUCATION

Postgraduate Certificate in Interactive Media Management

January 2023 - December 2023

Centennial College | *Toronto, Ontario*

Bachelor of Arts (Honours) in Media and Communication

2018 - 2020

City University of Hong Kong | *Hong Kong*

Associate of Social Science in Event Management

2016 - 2018

Community College of City University of Hong Kong | *Hong Kong*

VOLUNTEER EXPERIENCE

Website Designer @ CICS Fundraising Raffle

Centre for Immigrant and Community Services (CICS)

- Designed and developed a user-friendly fundraising raffle website aligned with organizational branding and campaign objectives.
- Organized website content and visual elements to clearly communicate campaign information and encourage audience engagement.
- Collaborated with stakeholders to incorporate feedback and maintain brand consistency throughout the website.

Marketing and Event Management @ Color of Expression - Art Gallery

105 Gibson Centre

- Contributed to event marketing strategies and promotional materials to drive community attendance.

Team Line Up @ Mon Sheong Walk & Fun 2025

Mon Sheong Foundation

- Supported event logistics, participant flow and on-site coordination for a large-scale community fundraising walk.