

Ho Ching (Crystal) Lam

DIGITAL MARKETER

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SUMMARY

Having studied, worked and travelled in over 10 countries across the globe, I am fascinated by the worldviews and stories I have heard, and have consistently wished to share these insights with others. To this, I discovered digital marketing as a strategic means to storytell and resonate with different audiences. Since then, I have continuously developed my skills in promoting content on organic and paid media to generate awareness and connect with communities. Now, I would love to be a part of your journey in telling your brand's story.

SKILLS

Certification: Google Analytics, Google Ads
Strategy: Research, Positioning, Personas, Mapping, Digital Funnel
Pitching & Presentation: Visual Assets, Copywriting,
Languages: Mandarin, Cantonese

RELEVANT EXPERIENCE

Blogger | Neon Cake

MAY 2020 - PRESENT, TORONTO, ON

- Developed multiple content strategies based on customer interest research findings.
- Wrote and edited over ten informative blog posts on streetwear and rave culture to enhance brand value and generate website traffic.

Marketing Volunteer | Toronto International Film Festival

FEB - APR 2019, TORONTO, ON

- Published marketing blog posts on multiple digital platforms, increasing awareness on TIFF year-round programming.
- Identified two new online avenues to market TIFF events and expand the audience reach.

Brand Marketing Intern | John Swire & Sons (H.K.) Ltd.

JUN - JUL 2018, CHONGQING, CN

- Contributed to the drafting process of New Qinyuan Bakery's brand guidelines for internal distribution to standardize marketing efforts.
- Conducted competitor analysis and offered, later adopted, strategies to enhance user experience on the website.
- Crafted and implemented marketing strategies for the seasonal product launch ceremony with over 400 members in attendance.

Innovation Incubator Intern | VIPKID

JUN - AUG 2017, BEIJING, CN

- Conducted an email marketing campaign to recruit potential teaching candidates, increasing the teaching pool by 200% within two months.
- Reduced technical failure rates by 70% by communicating on behalf of the overseas teachers and the in-house technicians.

ADDITIONAL EXPERIENCE

Customer Service Representative | Indigo

OCT 2019 - JAN 2020, TORONTO, ON

Front of House Assistant | Toronto International Film Festival

AUG - SEP 2019, TORONTO, ON

EDUCATION

BrainStation | Diploma Candidate, Digital Marketing

MAY - JUL 2020, ONLINE

University of Toronto | Bachelors of Arts, Double Majors in International Relations and East Asian Studies

SEP 2015 - JUN 2019, TORONTO, ON