

# Fiona Yanyi Tsang

Marketing Manager /  
Marketing Project Manager

My diverse background includes 4 years of experience as a B2B Marketing Manager, 3 years as an Account Manager in a marketing agency, and 2 years in an IT project management role. I am a highly accountable and organized professional with a strong commitment to quality. I thrive in fast-paced environments and am skilled at pushing timelines to deliver projects on time. Throughout my career, I have honed my abilities to manage multiple projects simultaneously, prioritize tasks, and maintain a strong focus on achieving results.

## ■ Experiences

### Work by Nature, Founder

02/2023 – Present | London | Sole Trader

- Revitalised my handmade jewellery brand "Work by Nature" in London.
- Performed end-to-end project management, including budget oversight, branding, positioning and marketing plan.
- Launched the store's website using Shopify, and handled UX from business research, SEO content design, image creation, UI design, testing and platform integration.
- Executed all day-to-day marketing content creation, including social media posts, blog content, digital and print materials, etc.
- *Major tools: Shopify, Google Analytics, Adobe CC, Canva, Hotjar, Notion; Social media: Pinterest, Facebook, Instagram, TikTok.*

### Prosperity Group, Marketing Manager

09/2021 – 08/2022 | Hong Kong | ~5000 Staffs


- Oversaw the group's branding and marketing strategies, which has an annual revenue of more than USD 100 million.
- Acted as the internal agency for 10 subsidiaries inside the group, liaised with 10 subsidiaries' sales heads, including 4 in Hong Kong, 5 in China, and 1 in Singapore.
- Set up the first GTM and budgeting plan based on the unique personas in each segment.
- Planned and handled the marketing activities by leading a team of 3, revamped the corporate identity by rejuvenating the logo, brand guidelines, corporate profile, and master PPT deck.
- Revamped one of the subsidiary's websites by re-organising the information architecture and conceptualised the content from product-based to project-based. Handled the user requirements collection, sitemap construction, wireframing, SEO content creation, etc.
- Orchestrated regular marketing activities such as social media post creation, newsletter and client endorsement, and organising events including seminars, webinars and annual parties.
- *Major tools: Google Analytics, MailChimp, WordPress, Zoom's webinar, Adobe Illustrator, Canva, Microsoft Office; Social media: Facebook, Instagram, LinkedIn.*


### Zzue Creation, Marketing Manager


12/2020 – 09/2021 | Hong Kong | ~10 Staffs


- The first marketing role of the company, performed as the owner of branding, marketing and UX design. Set up the company's first GTM and marketing budgeting plan from scratch.
- Identified customer personas in the B2B and B2C luxury outdoor furniture markets, and handled the rebranding campaign including the changes of logo, website, PPT, sales decks, social media posts, and storefront POP & POS.
- Designed and constructed a Shopify website from the ground up in 6 months, with tasks ranging from user requirements, sitemap, wireframe, UI design, product listing, SEO content creation, image creation, platform integration to user training.
- Developed a summer internship programme for four undergraduates and built over 1000pcs of listing for the online shop.
- *Major tools: Google Analytics, Google AdWords (PPC), Google Display Network (GDN), Hootsuite, Shopify, MailChimp, Adobe Illustrator, Adobe Photoshop, Microsoft Office; Social media: Facebook, Instagram, YouTube, LinkedIn.*

## ■ Basic Info

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 Right to Work in the UK

## □ Software

**Design** - Figma, Adobe CC (XD, Photoshop, Illustrator, and InDesign), Maze, Useberry

**Web Builder** – Shopify, WordPress

**Frontend** – HTML, CSS, Bootstrap

**Google** – SEM, GDN, PPC, Analytics, Search Console, Data Studio, Meta Business Manager

**Social Media** – Facebook, Instagram, LinkedIn, YouTube, Pinterest, TikTok

**Others** – Salesforce, HubSpot, Hootsuite, Mailchimp

## □ Project Management

- Client Interviewing
- Requirement Gathering
- Project Management
- Budget & Timeline Management

## □ Branding & Marketing

- Marketing Research
- Personas Identification
- Rebranding
- Marketing Planning
- Digital Marketing
- Event Marketing
- Graphic Design

## □ Design Format

- Print (Printing, Packaging, Large Format)
- Digital (Social Media, Online ads, Newsletter)
- Web & App (UserResearch, User Journey, Low-fi, Hi-fi, Prototyping, Testing)

## **Fuji Xerox (Hong Kong) Limited, Senior Marketing Executive** **09/2018 – 09/2020 | Hong Kong | ≈1000 Staffs**

- Oversaw the B2B tech marketing campaign from acquisitions to lead distributions, types of campaigns including C-level networking, physical seminars, summits, exhibitions, webinars, email, and social media.
- Managed more than 12 lead generation campaigns affecting 200 salespeople per quarter, which focused on technology and innovations.
- Acted as the internal campaigns agency. Handled all the campaigns from concept to finish. Orchestrated budget and timeline at a high level, but also conceptualized topic and theme, promotion channels, key visual design, social media promotions, email templates, copywriting, invitations, on-site management, etc.
- Handled the NPD with Microsoft, and constructed the product marketing plan including product positioning, GTM, and product leaflet.
- *Major tools: Salesforce, LinkedIn sales navigator, Survey Monkey, Microsoft Office;*  
*Webinar tools: BigMarker, ON24*

## **SKS Group Corporation Limited, Project & Account Manager** **04/2014 – 04/2017 | Hong Kong | ≈10 Staffs**

- Led a team of three and managed project inquiries for a design agency in the FMCG industry.
- Created 5 new accounts in 3 years, each with more than 6 clients. Major accounts were Colgate, KAO, Unilever, Mundipharma, and Otsuka Pharmaceutical.
- Managed over 1,100 projects over three years. Projects including POP (3D), printing (2D) and digital design.
- 3D POP such as dump bins, decorative shelves (carton, wood or acrylic), hanging strips (carton or PVC), wobblers, and acrylic glorifiers.; 2D printing such as key visuals, newspaper ads, wall stickers, window stickers, and posters.; Digital design such as e-banners, social media ads, marketing pages, etc.
- Provided additional marketing assistance during the product development stages to improve client engagement, such as competitor research, USP design, packaging design, and visual merchandising.
- *Major tools: Microsoft Office, Adobe Illustrator and Adobe Photoshop.*

## **Hong Kong Trade Development Council, Project Executive** **09/2013 – 04/2014 | Hong Kong | ≈850 Staffs**

- Acted as the internal agency of the council, consolidated user requirements across business units and constructed the implementation with IBM's development team.
- Managed the timeline of the projects, tasks including gathering user requirements, designing wireframes, developing test plans, and testing the UAT.
- *Major tools: Microsoft Office.*

## **SKS Group Corporation Limited, Account Executive** **06/2012 – 09/2013 | Hong Kong | ≈10 Staffs**

- Gathered client requirements for web and app development projects; researched and proposed potential solutions based on their needs; created content mock-ups and presented the CMS to clients and developers.
- Collaborated with the internal design and programming teams to ensure the project could meet the client's timelines in the design, development, testing, and UAT stages.
- *Major tools: Microsoft Office.*

## ■ Education

**Certified UX Design 7-week Skills Bootcamp**  
The School of UX Design | London  
Nov 2022 – Jan 2023

**Certificate of Completion of Adobe Photoshop, Illustrator, InDesign, Lightroom**  
Maya Education | Hong Kong  
Apr 2022 – Jul 2022

**Fundamentals of Digital Marketing**  
Google Digital Garage | Global  
May 2020

**ITIL® Foundation Certificate in IT Service Management**  
AXELOS | Global  
May 2020

**Bachelor of Social Science (2nd Upper Hons) in Sociology**  
Hong Kong Shue Yan University | Hong Kong  
Sep 2008 – Jun 2012

## □ Languages

- English - Native
- Cantonese - Native
- Mandarin - Fluent

## □ Interests

- Handcrafting Jewellery
- Joining Craft Markets
- Visiting Museums