

# Samantha Choi



As a digital savvy, I have professional skills in digital marketing field and expert knowledges in customer analysis

## WORKING EXPERIENCE

- 2024 - 2025 | **Founder**  
**The Home Lagoon**
- Growing company ROAS to 4.7
  - Building relationship with B2B and B2C clients
  - A/B testing and meeting company KPI
  - Managing production and delivery progress
- 2023 - 2024 | **Senior Marketing Associate**  
**Arctic Lounge**
- Developing and implementing SEM and SEO strategies
  - Growing company revenue from 0 to 100,000 HKD within 2 months
  - Sourcing products and coordinating delivery logistics
  - Directing the marketing team
- Marketing Associate**
- Planning and executing marketing ideas
  - Enhancing the e-commerce website
  - Setting up and managing marketing channels
- 2020 - 2022 | **Web 3 Customer Feedback Analyst and Community Manager**  
**Paxful**
- Resolving 250+ inquiries per day
  - Escalating and following up on issues across different departments
  - Monitoring community with 1000+ members
  - Mentoring Chinese support team
- 2018 - 2019 | **Digital Marketing and Account Executive**  
**Blue Lemon Digital**
- Monitoring app development (UAT, UX/ UI, backend)
  - Keeping track of app performance through Google Analytics
  - Creating social media ideas and content for clients
  - Analysing ad performance

## EDUCATION

- 2015-2017 | **Hong Kong Metropolitan University**  
BBA in Business Management with Second Upper Honours
- 2012-2014 | **Poly U Hong Kong Community College**  
Associate in business (Marketing)
- 2009-2012 | **P.L.K. Vicwood K.T.Chong Sixth Form College**  
Hong Kong Diploma of Secondary Education
- 2006-2009 | **HKMA David Li Kwok Po College**

## AWARDS

- Hong Kong Metropolitan University**
- Outstanding Student Award 2017 (Marketing Research)
  - HK University Student Innovation and Entrepreneurship Competition Merit Award 2017

### CONTACT DETAILS

- samanthachoi929@gmail.com
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- Kowloon, Hong Kong
- <https://www.samanthachyportfolio.com/>

### SOFTWARE SKILLS

- SEO  
●●●●●●●●●●●●●●●●
- Shopify  
●●●●●●●●●●●●●●●●
- Facebook Advertising  
●●●●●●●●●●●●●●●●
- Google Advertising  
●●●●●●●●●●●●●●●●
- Google Analytics  
●●●●●●●●●●●●●●●●
- Google Tag Manager  
●●●●●●●●●●●●●●●●
- Adobe After Effect  
●●●●●●●●●●●●●●●●
- Adobe Illustrator  
●●●●●●●●●●●●●●●●
- Adobe Premiere Pro  
●●●●●●●●●●●●●●●●
- Adobe Photoshop  
●●●●●●●●●●●●●●●●
- Canva  
●●●●●●●●●●●●●●●●
- MS Office  
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### LANGUAGES

- English  
●●●●●●●●●●●●●●●●
- Cantonese  
●●●●●●●●●●●●●●●●
- Mandarin  
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### AVAILABILITY

Immediate