

# PERRY TSE

Multifaceted marketing communications professional with 8+ years of experience in professional service industries. Digital Marketing Institute certified digital marketer in formulating strategies focused on social media, SEO and brand engagement. Seeking to bring strategic solutions to a challenging position and stimulating environment.

## PROFESSIONAL EXPERIENCE

May 2017 –  
Present

### RICHARD WOLF, HONG KONG | MEDICAL

#### Marketing Manager

Provide creative direction and leadership to in-house digital team and agency partners; collaborate with Global Marketing Team and local sales network to drive execution of market segment initiatives; implement effective digital campaigns which achieved an unprecedented 300% growth in conversions and improvement in SEO rankings while exceeding yearly marketing communications objectives; manage HK\$ 3 million marketing budget and conceptualised the overarching brand strategy to reinforce brand messaging and leverage awareness.

#### Junior Marketing Manager, Greater China Region

Delivered user experience and brand research that identified actionable plans to increase social media followers by 50% within 2 years; localised and managed production of marketing collateral to catalyse market penetration; organised national events of different scales; liaised with influencers and strategised content marketing campaigns across various digital platforms.

Mar 2015 –  
May 2017

### BMS UNITED BUNKERS, SINGAPORE | OIL & GAS

#### Marketing Coordinator, APAC

Responsible for monitoring the Group's branding and rebranding standards with global cross-functional teams; sustained regular client communication via email marketing which contributed to significantly improved brand awareness and generated leads by 30%.

May 2013 –  
Mar 2015

### TUSCOR LLOYDS, UNITED KINGDOM | LOGISTICS

#### Advertising & Marketing Lead

Conceptualised brand strategy; provided creative direction to print and digital advertising campaigns, marketing collateral, responsive web and visual identity designs for all-inclusive brands; created shareable articles and infographics to intensify the efforts of content marketing campaign; sourcing value-adding media and industry-specific advertising opportunities to strengthen brand equity.

Jun 2011 –  
Present

### FREELANCE | CREATIVE

#### Graphic Designer

Conducted user-centred research; created identity design and app design for international clients including the Olympic Games athlete Giannis Mitakis, healthcare professional and online marketing agency from Greece, Barrow A.F.C. from the UK, Bunker Holding Group from Denmark and Hong Kong Design Institute.

## DETAILS

### Telephone.

+852 9509 6811

### Email.

aries\_perry@hotmail.com

### Website.

ariesperry.wixsite.com/hjj3d

### Skype.

heiiixp

## SKILLS

### Project Management

10+ years

### Marketing Communications

8 years

### Brand Strategy

8 years

### Digital Marketing

8 years

### Creativity & Problem Solving

10+ years

## LANGUAGES

### English

### Cantonese Chinese

### Mandarin Chinese

## PROFICIENCIES

Illustrator	● ● ● ● ●
Photoshop	● ● ● ● ●
InDesign	● ● ● ● ●
Google Analytics	● ● ● ● ●
Wordpress	● ● ● ● ●
Acrobat Pro	● ● ● ● ●
Final Cut Pro	● ● ● ● ●
Windows	● ● ● ● ●
Mac	● ● ● ● ●
Microsoft Office	● ● ● ● ●
HTML5 & CSS3	● ● ● ● ●
Dreamweaver	● ● ● ● ●

# PERRY TSE

## PROFESSIONAL EXPERIENCE *(Continued)*

May 2010 – Aug 2010     **CLP HOLDINGS LIMITED, HONG KONG | POWER SUPPLY**  
**Communication Design Intern**  
Collaborated closely with the Group Executive Director and Group Corporate Governance to develop design direction for the Corporate Interim Report and souvenir products; conducted thorough researches on Annual Report communication strategies.

## EDUCATION

Sep 2011 – Dec 2012     **University of Leeds, United Kingdom**  
M.A. Advertising and Design with Distinction  
  
Sep 2008 – Sep 2011     **The Hong Kong Polytechnic University, Hong Kong**  
B.A. (Hons) Visual Communication Design  
  
Sep 2003 – Sep 2008     **Bishop's Stortford College, United Kingdom**  
A-Levels & GCSE

## ACCOMPLISHMENTS

May 2021     **Professional Diploma in Digital Marketing**  
Digital Marketing Institute  
  
Aug 2020     **Quality Management Systems Basics**  
Qunique, Switzerland  
  
Aug 2014     **WordPress Masterclass Training Course**  
XChange Training, United Kingdom  
  
Sep 2013     **Web Optimisation for International Trade Workshop**  
UK Trade & Investment, United Kingdom

## RECOGNITIONS

2015     **Merit Award — 165th Anniversary Logo Design**  
St. Paul's College, Hong Kong  
  
2012     **Credos Master's Thesis Award**  
Credos Advertising Think-Tank, United Kingdom  
  
2012     **Nomination in Copywriting**  
Chip Shop Advertising Awards 2012, United Kingdom  
  
2011 – 2012     **Advertising Winner**  
University of Leeds, United Kingdom  
  
2010 – 2011     **Honourable Mention in Final Year Project**  
The Hong Kong Polytechnic University, Hong Kong  
  
2008 – 2011     **Academic Scholarships**  
The Hong Kong Polytechnic University, Hong Kong  
  
2005     **Bronze Award**  
The Duke of Edinburgh's Award, United Kingdom

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## EXPERIENCE

### Marketing

Advertising  
Branding Strategy  
Consumer Behaviour  
Content Marketing  
Digital Marketing Strategy  
Display & Video Advertising  
Email Marketing  
Marketing Communications  
Market Strategy  
Market Research  
Media Planning  
Paid Search Marketing  
Public Relations  
Search Engine Optimisation  
Social Media Marketing  
Website Optimisation  
Wordpress

### Designing

Branding & Rebranding  
Editorial & Publication Design  
Environmental Graphics  
Exhibition Design  
Experience Design  
Information & Interface Design  
Interactive Media  
Photography  
Responsive Web Design  
Typography  
User-centred Research  
Visual Identity Design