

IMAN IP

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A result-driven leader with multiple expertise in business strategy, digital marketing, communications, event, and content management.

A dedicated professional staff who focused on empowering cross-functional teams' collaborations to increase customer satisfaction.

A creative problem solver with proven track records of outstanding results and exceptional knowledge of developing strategic plans for service excellence.

Working Experience

Nov 2022 – Present

Grand Alliance Limited – EFX24

EFX24 operates around the clock, providing unrestricted access to its spacious fitness facility for members at any time.

Marketing Director

Achievements:

- Successfully launched 11 branches in 2 years
- Curated over 6 digital marketing campaigns for the new branches to acquire over 2,000 new customers
- Curated over 6 below the line campaigns with the shopping malls where the branches located
- Built up close relationships with media, shopping malls, landlords, and different business partners. Enhancing the brand image by win-win collaborations.

Responsibilities include:

- Developing and implementing the company's overall marketing strategy.
- Managing the marketing department and leading the team to cooperate with various departments and advertising agencies.
- Defining the digital marketing goals and leading the team to achieve the KPIs.
- Monitoring and analyzing market trends, customer behavior, and competitor activities to stay ahead of the competition.
- Ensuring compliance with legal and regulatory requirements.
- Communicating the company's vision, mission, and values to employees and stakeholders.
- Building a positive company culture and promoting employee engagement and development.

Nov 2021 – Present

Aqua Plus Company Limited – AQUA PRO+TECH

The company owns one of the popular sanitizing brands - AQUA PRO+TECH - in Hong Kong. Products are produced locally, and the brand has developed a wide range of product portfolio such as Petcare, Mosquito Repellent, NMN, etc.

Business Director

Achievements:

- Curated a \$200k digital marketing campaign and successfully acquired over 10k new customers, generated over 3 million of revenue in 2 months.
- Launched over ten SKUs in a year and contributed to over 200% of revenue growth.
- Built up close relationships with event organizers, concert management, NGOs, media, and different business partners. Enhancing the brand image by win-win collaborations.

Responsibilities include:

- Developing and implementing the company's overall business strategy.
- Managing the marketing department and leading the team to cooperate with various departments and advertising agencies.
- Defining the digital marketing goals and leading the team to achieve the KPIs.
- Identifying new business opportunities and partnerships to expand the company's reach and revenue.
- Monitoring and analyzing market trends, consumer behavior, and competitor activities to stay ahead of the competition.
- Establishing and maintaining relationships with key stakeholders, such as investors, customers, and vendors.
- Making strategic decisions about product development, pricing, and distribution.
- Ensuring compliance with legal and regulatory requirements.
- Communicating the company's vision, mission, and values to employees and stakeholders.
- Building a positive company culture and promoting employee engagement and development.

Nov 2021 – Present

Supernova Asia Limited – eliment FitLax

eliment FitLax is one of the top 24-hour fitness centres in Hong Kong. Both Causeway Bay and North Point centres open 24 hours, allowing members to work out whenever possible.

Business Director

Achievements:

- Launched out-of-gym personal training schemes for customers under lockdown during COVID-19, contributed half of million dollars of revenue to sustain the business.
- Built up close relationships with event organizers, NGOs, media, and different business partner. Enhancing the brand image by win-win collaborations.

Responsibilities include:

- Developing and implementing the company's overall business strategy.
- Managing the marketing department and leading the team to cooperate with various departments and advertising agencies.
- Defining the digital marketing goals and leading the team to achieve the KPIs.
- Identifying new business opportunities and partnerships to expand the company's reach and revenue.
- Monitoring and analyzing market trends, consumer behavior, and competitor activities to stay ahead of the competition.
- Establishing and maintaining relationships with key stakeholders, such as investors, customers, and vendors.
- Making strategic decisions about service offerings, pricing, and customer service.
- Ensuring compliance with legal and regulatory requirements.
- Communicating the company's vision, mission, and values to employees and stakeholders.
- Building a positive company culture and promoting employee engagement and development.

May 2020 – Nov 2021

Hong Kong Federation of Design and Creative Industries (FHKDCI)

FHKDCI is an entity to unites and consolidates various design associations and organizations in Hong Kong. It is also a key collaborator of professional bodies and key players in the Greater Bay Area.

Special Project Coordinator and Social Media Strategist

Achievements:

- Increased brand awareness by over 800% through the use of social media and helped maintain a presence on the web.
- Generated over 350,000 social media impression in one campaign.
- Organized and managed events for creative industry exchange at Shenzhen Design Week, Shenzhen Industrial Design Fair, Hebei Industrial Design Week, Beijing International Design Week, Zhuhai Design Week, etc. Virtual participants exceed 20k in total.
- Connected with LVMH and Central Market for enhancing collaboration opportunities for the creative industry.

- Fostered and managed over 50 designers in Hong Kong and manufacturers in Mainland China for collaborations and the development of an estimated 100 SKUs.
- Built up a stronger relationship with business partners, increased the company revenue by 200% to sustain the general operation.
- Launched a retail store in Nantou, Shenzhen, and an online store on HKTVmall, with over 150 local-designed SKUs available for sale in both stores.

Responsibilities include:

- Managing different stakeholders for collaborations to excel excellent results, including but not limited to business partners, agencies, internal staff, and association members.
- Redefining the brand image of FHKDCI's retail brand "NEXXT".
- Developing business opportunities for Hong Kong designers in China, and creating a creative community for FHKDCI.
- Designing marketing and social media strategies to reactivate FHKDCI's online presence in China and Hong Kong.
- Training Hong Kong designers to utilize WeChat Official Platform to achieve their marketing goals.
- Leading, managing and creating original and highly engaging story-telling content on social media platforms in multiple languages, included Simplified Chinese, Traditional Chinese, and English.
- Supervising the setup of the exhibitions in Nantou City, Zetta Bridge, and three design weeks in China for "NEXXT".
- Organizing webinars via Zoom and Voov and business-matching sessions in Hong Kong and Shenzhen.
- Creating new promotion and distribution channels for "NEXXT".
- Tracking, analyzing and evaluating traffic results in order to provide effective solutions for content optimization, brand awareness and audience engagement.

Dec 2018 – Mar 2020

Savannah College of Art and Design (SCAD)

Offering more degree programs and specializations than any other art and design university, SCAD is uniquely qualified to prepare talented students for professional, creative careers.

Social Media Strategist

Achievements:

- Contributed to over 70% of perspective students' inquiries by increasing brand awareness through the use of social media.
- Increased Instagram online fellowship by 100% and 250% traffic with key performance strategies.

- Successfully introduced a new brand voice and content strategy that increased social engagement by over 200%.
- Established WeChat public account and grew 5,000 followers.
- Author of more than 100 original articles on WeChat, and created engaging content on Facebook and Instagram.
- Generated over 300,000 social media impressions in a WeChat campaign.

Responsibilities include:

- Fostering collaborations between internal teams.
- Leading and designing social media strategies to shape SCAD's overall marketing strategy and achieve marketing targets.
- Leading, managing and creating original and high-quality story-telling content on social media platforms in multiple languages, included Simplified Chinese, Traditional Chinese, and English.
- Creating social "buzz" for SCAD's brand engagement.
- Building a deep and practical relationship with colleagues, prospective and current students, parents, and business partners.
- Training internal teams to integrate and maintain a cohesive social media strategy, goals, tactics, and success metrics.
- Defining and achieving the social media KPIs.
- Designing social media content and campaign strategies across multiple media including photo, video, social, editorial and event-based content.
- Registering the first WeChat official account and creating a strategy to build the account from zero.
- Interacting with students, alumni, industry leaders, and influencers for creating audience-favorable social media content.
- Managing the Hong Kong official website and mini sites to ensure the SEO effectiveness.
- Tracking and analyzing traffic results to provide effective solutions for content optimization, brand awareness and audience engagement.

Jul 2018 – Nov 2018

Burson Cohn & Wolfe (BCW)

BCW is the merged entity of WPP's Burson-Marsteller and Cohn & Wolfe, one of the world's largest full-service global communications agencies. BCW delivers digitally and data-driven creative content and integrated communications solutions grounded in earned media and scaled across all channels for clients.

Account Manager

- Leading a team with 10 staff to accomplish mid-level projects.
- Communicating with clients to understand their needs and achieving sales goals.
- Planning and executing PR campaigns, events and tactics.

- Collaborating with internal departments to facilitate client need fulfillment.
- Staying on top of clients' industry development.

Key client: Honor (Huawei's sub-brand)

Mar 2015 – Jul 2018

Techworks Asia Limited

Techworks Asia is one of the top technology PR agencies in China and Hong Kong, specializing in high tech, and focusing on Asia and in particular Greater China. The main areas of public relations and marketing communications expertise include the electronics, semiconductors and industrial technology sectors.

Account Manager

Achievements:

- Managed 80% events in trade shows in the Mainland China.
- Secured 60% of the company's revenue.
- Initiated, developed and managed the WeChat management for 2 clients, generated over US\$200k for the company.
- Responsible for 70% of successful pitches for interviews in the company, average 6-10 interviews per event.
- Responsible for over 60% of the media placement in the company, prepared and placed over 20 technical articles for different clients.
- Achieved a 30% increase in media coverage for one client, number of clips total over 12,000 and 80% of them were from Top-tier media.
- Supported the organization of over 90% of overseas events.
- Grew WeChat likes and shares by more than 30x and boosted followers from 0 to over 6,000 for one client.
- Managed 6 key accounts and 7 social media accounts independently.

Key clients: Nordic Semiconductor, Zytronic Displays Ltd., Navitas Semiconductor, Molex LLC, Rutronik, etc.

Mar 2014 – Nov 2014

Concept Communications (HK) Limited

Account Manager

Achievements:

- Attained an average of 35% profit for most projects
- Built a trustable and deep customer relationship
- Coordinated and managed over 10 car shows in 6 months
- Successfully pitched 3 new projects

Key clients: Volkswagen, City of Dreams, Disneyland, Land Rover, etc.

Oct 2013 – Feb 2014

Hong Kong Federation of Design Associations (FHKDA)

[Project based] Project Manager (ciidf -中国深圳国际工业设计大展)

[Project based] Project Assistant

(Global Design Network Symposium 2013)

[Project based] Project Assistant (The 1st HK-SZ Design Biennale)

Jun 2012 – Oct 2013	SUMI Production (HK) Limited Project Manager
Nov 2009 – May 2012	Top Line International Management Limited Manager
Aug 2008 – Nov 2009	Lee Keung Leather Company Limited Sample designer
Nov 2006 – Aug 2008	Global Beauty International Management Limited Designer

Education

2019 - 2023	Savannah College of Art and Design Master of Arts – Creative Business Leadership
2019	London Business School Mastering Digital Marketing Certificate – Digital Communication
2019	MIT Management Sloan School Executive Program – Digital Marketing Analytics
2005 - 2006	Swinburne University of Technology Bachelor of Design – Communication Design

Language

Fluent Mandarin, English and native Cantonese

Skills

- Business development and staff improvement
- Relationship building and management
- Business, marketing and social media strategic planning
- Event management
- Content management and copywriting in Traditional Chinese, Simplified Chinese, and English
- Fluent in spoken Cantonese, Mandarin, and English
- Computer: Macintosh and PC platforms
- Software: Adobe Photoshop, Illustrator, Microsoft Office
- Platforms: ChatGPT, Canva, Miro, Adobe Firefly, etc.