

CHAN CHING YUEN BRYAN

3 Kwong Shing Street, 2/F Castle Peak Road, Kowloon, Hong Kong

+852 6113 7889 • www.linkedin.com/in/ccybryan • www.bryan-chan.com • ccybryan@outlook.com

EXPERIENCE

Performance Planner, Havas Worldwide (HK) Limited, Hong Kong

Jul 2021 - Present

- Growing client's ROI by developing media & communication strategies / tactics across online and offline channels,
- Leading regional & local media planning / buying (e.g., paid social, search, programmatic, native ads, etc.),
- Managing client's expectations, executing A/B testing, and evaluating campaign results for better performances & optimisations in driving conversions, leads, quality traffic, etc., to achieve campaign objectives & KPIs in local, regional (APAC) & global markets,
- Key clients include: **E-commerce**: Havaianas (APAC) ; **Banking**: BNP Paribas (APAC) - Corporate & Investment Banking (CIB), Asset Management, Warrants, Wealth Management ; **Tertiary Education**: The Chinese University of Hong Kong (MBA)(APAC), The Open University of Hong Kong (Greater China)
- Achievements:
 - **Activating Havaianas brand e-commerce website in APAC region, managing their paid social activities** to drive conversions & quality traffic to website, and **formulating suitable strategies / tactics** to reach target audiences,
 - Initiating IP Targeting campaigns in reaching potential clients for BNP Paribas, and driving quality traffic to their website.

Digital Executive, Havas Worldwide (HK) Limited, Hong Kong

Jul 2019 – Jul 2021

- Conducting in-depth competitive research (i.e., Admango, Nielsen) to identify advertising trends and formulate insights from data,
- Establishing good working relationships with clients, partner agencies, media vendors / publishers, and colleagues,
- Achievements:
 - Managing BNP Paribas clients across multiple business lines, and exceeding branding & performance objectives by **attaining agency assessment annual score of 7.3/10 in 2019 & 2020** (previously scored 4/10 in 2017).
 - Initiating Mainland China promotion campaigns for OUHK and **achieving +30% growth in China application YoY**.

Media Executive, IPG Mediabrands (HK) Limited, Hong Kong

Jan 2018 - Jan 2019

- Collaborating closely with clients & vendors in delivering marketing / branding campaigns on both online (i.e., Facebook, Instagram, LinkedIn, Twitter, Weibo, MarketO, etc.) & offline (i.e., billboards, poster on wall, shelters, prints, TV, etc.) channels,
- Creating competitive reports, analysing media trends using various tools (i.e., Admango, eTelmar, ComScore, etc.), and developing insights and recommendations for improvements,
- Key clients include: **FMCG** (Glad & Clorox), **Pharmaceutical** (MSD), **Health Supplements** (Blackmores), **Tertiary Education** (OUHK), **Investment** (M&G Investments), **Government Department** (BrandHK), **Tourism** (Tourism Australia, Turkish Airlines)

EDUCATION

Warwick Business School, University of Warwick, Coventry, United Kingdom

Sep 2016 - Nov 2017

MSc Marketing and Strategy: Merit (Overall Average Mark: 67.5%)

Modules included: Strategic Management: 74%, Service Marketing: 75%, Global Branding: 71%, Marketing of Luxury Products & Services: 66%, Marketing Management: 64%, Environment of Business: 63%

Dissertation - "Anthropomorphised Spokes-characters and Word-of-mouth Communications": 70%

University of Sussex, East Sussex, United Kingdom

Sep 2013 - Jun 2016

BSc Marketing and Management: 2:1 (Overall Average Mark: 65%)

Modules included: Economics: 90%, Accounting: 83%, Organisational Behaviour & HRM: 76%, Project Management: 74%, Operations Management: 69%, Marketing Communications: 68%, Marketing Research: 68%, Buyer Behaviour: 68%, Information Systems: 65%, Marketing Strategy: 64%, International Marketing: 64%, Digital Marketing: 60%

Research Project - "Signal Visibility in Luxuries and Electronic Word-of-mouth Communications": 75%

HONOURS & ACTIVITIES

Founder and President of Board Game Society, University of Sussex

2014 - 2016

- Establishing the society in the values of 'PLAYS' - Play, Learn, be Active and Young, and Share,
- Engaging with local companies for sponsorship agreements and sourcing board games online.

Vice President of Walking Society, University of Sussex

2014 - 2016

- Being the leading person to schedule walks and promote on social networking sites before events,
- Preparing contingency plans for any unfavourable circumstance occurred and assessing potential risks.

SKILLS & ABILITIES

Languages: English (Fluent), Cantonese (Native), Mandarin (Fluent)

Computer: Google Campaign Manager 360 (DCM), Google Analytics, Facebook Ads Manager, LinkedIn Campaign Manager, Twitter Campaign Manager, Social Power, Admango, Nielsen, Adobe Photoshop, Microsoft Word, Excel, PowerPoint, Final Cut Pro

Typing: English 58 - 63 wpm, Chinese 43 - 47 wpm

Certificate: Facebook Blueprint Certified – Media Planning Professional, Board Gaming Instructor (Advanced), WSET Level 2 Award in Wines & Spirits