

YAN L.Y. LAM

TRACK RECORD / HIGHLIGHTS / PORTFOLIO

Canadian Social Media Marketing
Specialist looking to relocate to
the US

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Previous Clients (Social Media Only)

Social News & Entertainment

- Ampersand Media Lab (Previously Gangnam Gamers, Latis' in-house project)

Mobile App

- SNOW App (social app, Snapchat of Asia)

Gaming

- KOCCA (Korea Creative Content Agency - 20 indie games)
- 4:33 Creative Lab: Monster Super League, DC Unchained (pre-launch consultancy only)
- ENP Games: WBT (World Blackjack Tournament)
- Red Sahara: Velator: Immortal Invasion
- UTPlus Interactive: ShadowBlood
- ANgames: AstroNest
- EnterFly Inc.: Air Penguin 2
- Mobirix: Corporate page
- Sollmo: Buddy Rush 2

Work Highlights/ Achievements

SNOW App (Global FB Page Content & Management)

- involved with the project from start to finish! (was responsible for pitch deck, pitch presentation, project management, creative direction, etc.)
- produced culturally relevant content for Korean client
- **ORGANIC Post Engagement rates out-performed industry standards (our page: 12%, industry standard for a page our size: 5%)**

ShadowBlood (Pre-registration and FB Page Content & Management)

- exceeded the client's pre-registration goal of 3,000 signups
- **with the same budget originally for 3,000 signups, we obtained more than 7,000 signups via strategically targeted FB post boosts and FB lead ads**

Ampersand Media Lab (rebranding from Gangnam Gamers)

- participated in rebranding the page and **tripling the page likes**

Monster Super League (Forum Content & Management and Community Management)

- grew the forum **from 0 users to a thriving community of 4,400** (organic) through carefully planned creative events/contests

PORTFOLIO / PAST WORK SAMPLES

Yan's Philosophy: Create posts which focuses on the 3 E's - ENGAGE, ENTERTAIN, EDUCATE



There's an Alice in Wonderland themed exhibit in Seoul and it's absolutely WILD!

*Like this post if you want this in your city!

미디어아트 #앨리스전 #앨리스전시



23K Views

Like

Comment

Share



[Redacted] and 336 others

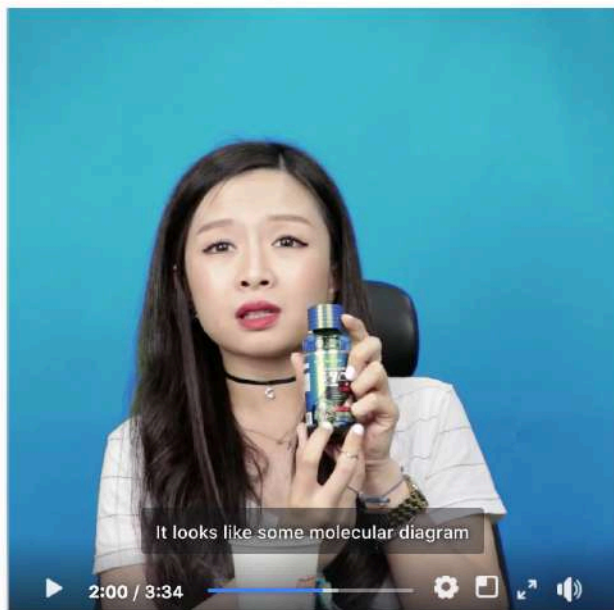
Chronological ▾

43 Shares



We gave some foreigners popular Korean drinks. Their reactions are surprising, to say the least....

*Like the video if you would try these drinks!



14K Views

Like

Comment

Share



You, Ronson Lam, Gaston Reid and 311 others

Chronological ▾

37 Shares

Alice in Wonderland Exhibition Coverage

Concept: Introduce/promote local event (Educate!)

- Planned, directed and starred in video
- Gave editing notes/instructions and wrote video copy
- Curated music

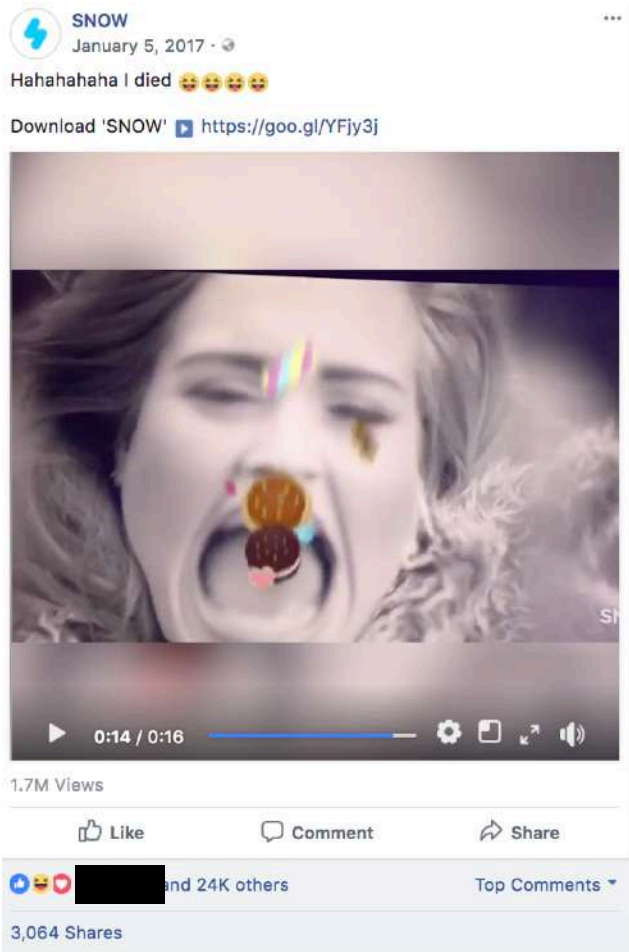
[LINK](#)

Foreigners Try Popular Korean Drinks

Concept: Reaction video (Entertain and Engage!)

- Assisted in video concept and starred in video

[LINK](#)



SNOW Filters on Popular Music Videos

Concept: Funny filters on famous celebs and serious music videos. Potential Viral MEME (Entertain! And Educate users about filters)

-Video concept and curation

[LINK](#)



New Year, Old Struggles

Concept: Always writing the year wrong at the beginning of every year (Entertain and Engage [topical and relevant/relatable at that time])

-Video concept and creative direction

-All engagement is organic

[LINK](#)

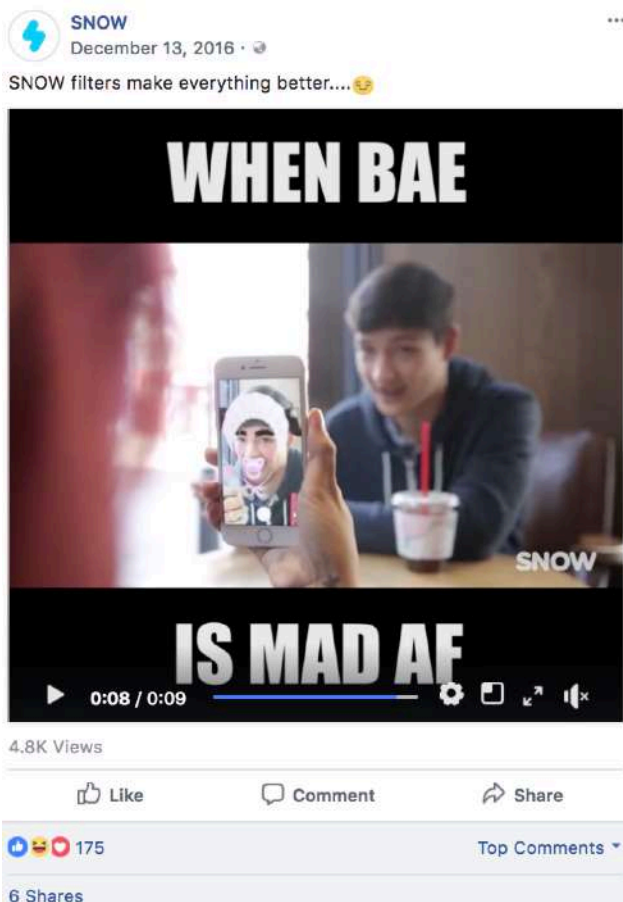


With SNOW and Without SNOW

Concept: SNOW makes you less derp, very relatable with users (Educate, Entertain, Engage)

- Video concept and creative direction
- All engagement is organic

[LINK](#)

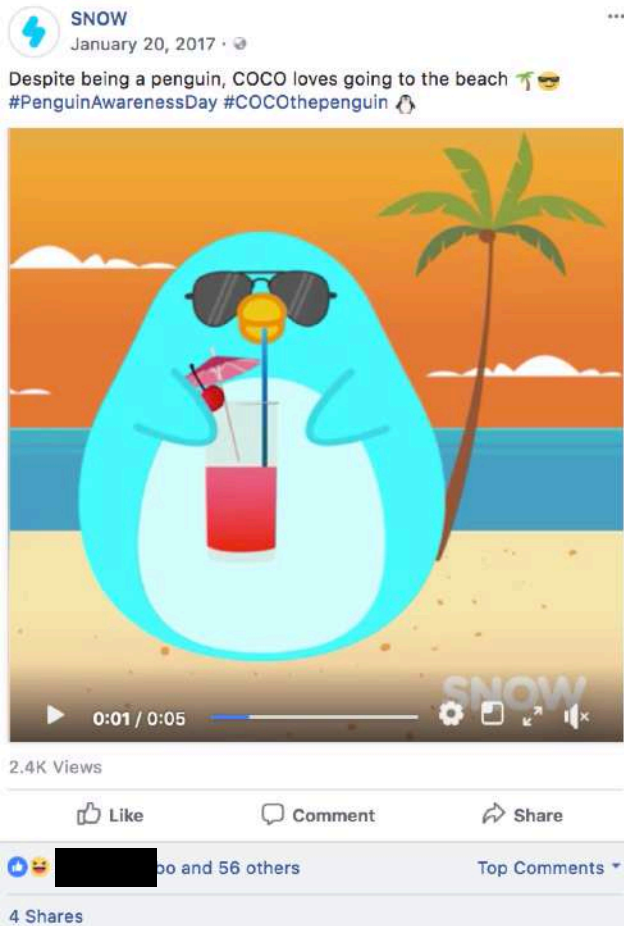


When Bae is MAD AF (part of a series)

Concept: When bae is mad, use SNOW filters to lighten the mood for yourself (a joke) (Entertain)

- Video concept and creative direction
- All engagement is organic

[LINK](#)



COCO the Penguin (part of a series)
 Concept: a series about COCO for SNOW branding purposes (Educate & Engage using internet/social media holidays, ie. Penguin Awareness Day)

-Video concept and creative direction
 -All engagement is organic
[LINK](#)



Cute Vs. Ugly-cute (vote)
 Concept: Presidential Election Day post, fans to vote for their choice of filter style (light-hearted way to relate to topical event) (Engage!)

-Video concept and artistic direction
 -All engagement is organic
[LINK](#)



Korean Fire Noodle Challenge

Concept: Reaction/challenge video, foreigners to challenge each other with eating fire noodles (Entertain)

-Assisted in video concept and starred in video

[LINK](#)



Hello Kitty Cafe Video

Concept: Mimic travel blog videos, curate public content from Instagram (Educate & Engage)

-Curated content and music

-Gave editing notes/instructions and wrote video copy

[LINK](#)

[FORUM EVENT] FORUM X REDDIT: BINGO WITH BINGHOS

LOCKED 🔒 🔍 Search this topic: 🔍 ⚙️

376 posts 1 2 3 4 5 ... 38 >

[Forum Event] Forum x Reddit: BINGO with BINGHos

by [sombunny](#) • Fri Nov 03, 2017 9:55 am



Hi AstroMasters!

We have prepared a super special event for you all!! I'm sure all (or most) of you have heard about the huge and lively MSL Reddit community, well guess what? We are holding this event in collaboration with our friends over on Reddit 😊



Daily BINGO in game has become one of our daily routines, hasn't it? Sometimes we do it mindlessly 😊 So this time, we want to give a little spin to it.

Our friendly neighborhood Ghos has a challenge for you!! He challenges you to getting 2 simple traditional bingo patterns during your daily bingo, easy right? GOOD LUCK AND HAVE FUN!

****Please read all details carefully****

📋 Your Mission:

We challenge you to try and get the "X" or "+" pattern in your daily bingo! (see samples below) If you get either pattern (or even both!) screenshot your completed bingo card screen and post it to the corresponding channel with your IGN for rewards! 😊 "X" for Forum and "+" for Reddit!

🎁 Rewards:

🌟 Participation:

"X" Pattern (Forum): 150,000 Gold

"+" Pattern (Reddit): 100 Energy

*If you happen to get BOTH patterns during the event period, feel free to post on both channels to get both rewards and a chance to win the Lucky Draw!

🌟 Lucky Draw:

If you get both bingo patterns during the event period and post on both channels, you will also be entered into the Lucky Draw! (can be 2 separate screenshots, ie. one with "X" and one with "+")

30 Lucky Winners (randomly selected): <High> Secret Eggs x2

📌 Submission Method:

If you get the "+" pattern, head over to [Reddit](#)

If you get the "X" pattern, just simply reply to this tread with the following:

- 1) IGN:
- 2) Screenshot of your completed BINGO card with the winning patterns (make sure your IGN is showing in the screenshot below the big Miho, see samples below)

*Having trouble uploading a photo? check this POST

🕒 Event Duration:

November 3rd to 19th 23:59 UTC

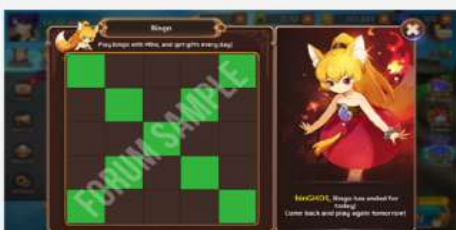
*Screenshots MUST show IGN.

**Prizes to be sent out after the event ends.

***Only 1 submission per game account per channel (if you submit more than 1 per channel, we will only record the most recent submission).

To submit a + to the Reddit, Click [Here](#)

👉 SAMPLE SCREENSHOTS!! 👉



sombunny
AstroMin



Posts: 103

Joined: Thu Apr 27, 2017 9:55 am

Contact

Monster Super League
Monthly Event

Concept: Collab with
largest unofficial
community (Reddit) to
gain user attention and
trust in the brand. Help
user retention in-game.

-Event design and
concept

-Post copy (tone is
catered to the style of
game and gaming
community)