

Contact

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(LinkedIn)

Top Skills

Social Media Marketing

Creative Conception

Foreign Languages

Languages

English (Native or Bilingual)

Korean (Limited Working)

Cantonese (Native or Bilingual)

Yan Lam

Social Media and Marketing Specialist

Summary

I'm a Canadian Social Media Marketing Specialist with 7 years work experience under a corporate setting, looking to relocate to North America (at own expense).

Feel free to connect with me here or email me at yan.lam@live.com with potential opportunities, I look forward to hearing from you.

Experience

Latis Global Communications

Social Media and Marketing Manager

December 2015 - December 2017 (2 years 1 month)

Songpa-gu, Seoul, Korea

Project Manager / Social Media Marketing Manager:

Managed social media pages and its content calendars to help build and nurture a loyal and engaging community while focusing on user retention. Created multimedia content/campaigns for an array of clients including, but not limited to, SNOW app., Monster Super League, ENP Games, 4:33 Creative Labs, and more. Lead a small cross-functional multi-disciplinary team of talented individuals to produce engaging and quality content for the clients' specific needs. (Korea to Global)

Digital Marketing Manager:

Spearheaded prelaunch strategy and pre-registration campaigns for several game titles with astounding results via carefully planned posts to generate hype and gather leads via custom targeted FB lead ads and boosted posts. Managed user acquisition ad campaigns and email campaigns for various projects using specialized online tools.

Creative Direction / Content Consultant:

Took part in Latis' side project by the name of Gangnam Gamers (later rebranded as Ampersand Media Lab) and assisted in procuring and creating MCN/influencer-esque content for the brands' Facebook page. Hosted and starred in numerous unique video programs and livestreams.

Team Leader:

Was selected as one of 4 Team Leaders to handle the 2016 KOCCA (Korea Creative Content Agency) collaboration project for 20+ Korean indie games' global launch and operations.

UT.O.PIA

Global Administrator (currently inactive)

January 2015 - November 2017 (2 years 11 months)

Mapo-gu, Seoul, Korea

Acts as the global coordinator and administrator of UT.O.PIA, a kpop organization with over 150,000 global followers on Twitter and over 220,000 global followers on Instagram.

The Sovereign Group

Offshore Company Administrator

March 2012 - February 2015 (3 years)

Hong Kong

Managed a portfolio of over 100 clients and assisted in administrative duties to cater the the clients' needs and maintain their companies' overall health. Acted as the main liaison between the clients and all other parties involved in the incorporation of their companies including, but not limited to, financial institutions, government registrars, shareholders and directors. Also assisted clients' in creating corporate structures and incorporating offshore companies for their expansion needs.

Savills Hong Kong Limited

Marketing Assistant

2009 - 2011 (3 years)

Hong Kong

Worked with the in-house design department and lead the creation of marketing materials such as company brochures, Powerpoint presentations, project proposals and government tenders. Spearheaded the creation of the company's first e-newsletter, from idea formation, to copywriting, to execution. Assisted in the creation of ceremonial speeches and presentations for the company's directors. Was also in charge of meeting with potential clients and pitching our services.

The Hong Kong and China Gas Company Limited (Towngas)

Industrial Trainee (Internship)

May 2004 - August 2004 (4 months)

Hong Kong

Completed the Towngas Industrial Trainee Program as a Trainee in their HR and PR Departments.

HR: Administered testing and screening for potential employees, contacted employees about their front-line training program process and arrange training activities for employees at Towngas.

PR: Participated and assisted in Towngas PR events including community service award ceremonies, stakeholder luncheons and other important gatherings.

Education

York University

Bachelor of Administrative Studies, Business Administration and Management, General · (2008)

Ewha Womans University

Certificate of Completion, Korean Language · (2015 - 2015)

Canadian International School of Hong Kong

Ontario High School Diploma