



Terry Yuen

Marketer

Football Lover

Work in Sports Media



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Expertise



Digital Marketing



Web Develop



UI & UX Design



Graphic Design



Video Editing



Content Writing

Computer Skills

Web Develop

- HTML
- JavaScript
- WordPress
- CSS
- Bootstrap

Graphic Design

- Photoshop
- Illustrator

Web Develop

- Premier Pro
- After Effect



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HELLO! I AM
Terry Yuen

About Me

A passionate marketing professional with 6+ years solid experience in sports media for both traditional and digital marketing. A versatile talent who specializes in website development, UI & UX design, graphic design, video editing, and content writing.

Terry is self-motivated and adaptable who has a genuine interest in growing in marketing field and making organizations successful.

Work Experience



Senior Marketing Executive

Now TV, PCCW Media
Aug 2017 - Present

- Create sports-related promotional materials, eg. preview articles, editorial, factsheet, live schedule, infographic, poster, digital ads for internal use and external media.
- Coordinate columns written by football commentators in newspaper, check and ensure accuracy of the content.
- Create, plan and produce sports-related on-air promotion videos.
- Plan and develop sports-related public relations, review effectiveness and prepare reports.
- Plan, develop, and operate year-round project: STEM Awards. Responsible work includes project management, web develop, UI & UX design, graphic design, video production, promotion, content writing, back-end operation, etc.



Part-time Branch Service Associate

The Hong Kong Jockey Club
May 2010 - Present

- Introduce wagering products and service to customers.
- Respond to customer inquiries and assist customers in betting, not only in the branch, but also the betting app, account, online platform, etc.
- Provide professional and quality service to customers.
- Interact with customers and enhance the entertainment experience.
- Handling promotional materials displayed (eg. poster, banner, leaflet) in the branch.
- Assist in training new colleagues.



Assistant Production Officer

LeSports HK
Jun 2016 - Aug 2017

- Assist in sports program production.
- Coordinate with teammates to produce program log, commercial scheduling, and promotional materials.
- Develop a systematic, precise, and effective procedure for log production.

Education



BEng (Hons) in Product Analysis and Engineering Design

The Hong Kong Polytechnic University
2012 - 2015

- Learnt excellent integration of knowledge, skills and hands-on experience in developing new products with superior quality, including engineering design, industrial design, engineering sciences, simulation and analysis, prototyping and manufacture, management and marketing.
- By completing different projects in the course, developed project management skills, problem-solving skills, and multi-tasking ability. Also enforced communication skills with team members.