

# Yue Hang Law

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*Highly motivated Account Manager with 2+ years of hands-on experience specialising in managing influencer campaigns, trend research and content creation across social media platforms. Strong foundation in fundamental marketing principles and social media ad buying platforms, with proven success in driving consumer engagement and building strong relationships with key clientele.*

## Professional Experience

### ORPIVA — Senior Key Account Manager; London

October 2022 – April 2025

- Directed and executed multiple multi-platform influencer marketing campaign for a globally renowned apparel brand; NIKE, with projects gaining over 1.08M in reach, driving over 640K impressions and achieving a user engagement rate of 3.22%, 72% higher than industry standard.
  - Played an active role in the sourcing, contracting and liaisons of over 100 influencers and actors spanning from global regions to create content for branded collaborations.
  - Consistently mentioned and praised by clientele and influencers alike for excellent customer service.
- Worked closely with the CEO and Chief of Innovation to propel development of an AI-powered social media content library.
  - Executed the brainstorming, research and production of over 200 TikTok videos of trendy content for brands from varying sectors (i.e. Telecommunications, Catering, Publishing) to use in promotional campaigns.
- Led multiple projects to produce and run TikTok content for leading global telecommunications company; Samsung, that resulted in *renewed business engagement* and a *long-term partnership*.
  - Achieving a CPC of £0.13, and CPM of £1.82 for a TikTok ads campaign, the client was able to garner over 4.6M in ad impressions using the content we produced, and following our tailored spend plan.

### Rabbit Studio — Digital Project Executive Intern; Hong Kong

May – Aug 2020

- Produced content proposals and performance reports for 10+ clients, driving continued collaboration.
  - Conducted market research to provide brands with informed recommendations on content strategies
- Drafted over 20 copies for the publication of social media captions and websites for key clientele

### Hi-Style Manufacturing Company — Assistant Merchandising Intern; Hong Kong

July – Aug 2019

- Facilitated apparel development through performing meticulous quality assessments and preparing proto samples for Sales team, resulting in high client satisfaction and driving customer retention.
- Greeted and assisted visitors as receptionist

## Education

### Goldsmiths, University of London — MSc Marketing and Technology; Distinction

Sep 2021 – 2022

### The Chinese University of Hong Kong — BSc Journalism and Communication; First Honours

Sep 2018 – Jul 2021

## Skills/ Qualifications

### Language Skills

- English:** Native (IELTS overall score: 8.0), **Cantonese:** (Fluent), **Mandarin:** (Fluent)

### Technical skills:

- Advertising tools:** Google AdWords, Meta Business Suite, TikTok Creator Marketplace, Snap Ads Manager
- Collaborative and Administrative tools:** Dropbox, Microsoft Suite, Google Suite, HelloSign, Mattermost, Monday, Slack
- Social Media:** TikTok, Facebook, Instagram, Pinterest, LinkedIn, YouTube, Tumblr, Snapchat, BeReal, Lemon8
- Content Creation:** Capcut, Canva, Adobe Suite, Medibang Paint, WIX Website Creator, WordPress, Figma

### Soft skills:

Communication   Adaptability   Problem-Solving   Creativity   Teamwork   Time management   Leadership   Interpersonal Skills