



Joyce Lui

Digital Marketing Coordinator

London, UK

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Languages

English (Native)

Korean (Basic)

About

BRANDS WORKED WITH

- IPG Mediabrands
- Plastered8
- Sam Wilson
- Sportslocker (Intersport)
- Uk Childcare Group
- Umww Media Brands

Experience

● Strategy and Communications Executive

Umww Media Brands | Apr 2022 - Aug 2023

Collaborate and support various local markets to deliver strategy plans and status reports.

- Developing strategic thinkings to further support media strategies.
- Liaising with multiple business units within IPG to ensure smooth daily activities.
- Research competitor trends and insights to aid brief responses.
- Ensure local market search channels are optimised to drive performance.

● Marketing Co-ordinator

Uk Childcare Group | Feb 2022 - Apr 2022

Designed B2C marketing material for distribution, increasing consumer awareness.

- Created B2B marketing and sales content.
- Developed physical and digital marketing strategies to boost growth.
- Analysed competitor strategies and offerings.

● Digital Marketer

Plastered8 | Jul 2021 - Sep 2021

Curated a range of content to diversify the audience yet remain true to the brand message.

- Structuring a consistent schedule to increase audience engagement and interaction.
- Analyse the most relevant and effective way to expose the brand using statistical insights to understand their target market behaviour.
- Ran giveaways to increase exposure and reach. Awareness and Fundraising Project, Great Western Air Ambulance, – (June- July 2021)
- Participated in a team of six to organise a public fundraising event as an assessed portion of my MSc International Management course. My key responsibilities included:
 - Social Media Marketing: Promoted the charity through e-marketing to boost awareness and highlight brand message.
 - Content Creation: Created relevant posts to advertise the charity event.
 - Event Management: Liaised with different stakeholders to effectively coordinate an event with a coherent message.



● Sales Advisor

Sam Wilson | Oct 2020 - Jun 2021

Achieved personal sales targets alongside supporting the company's KPIs.

- Designed and installed visually enticing merchandising displays.
- Streamlined inventory management.

● Sales Associate

Sportslocker (Intersport) | Jan 2015 - Aug 2020

Implemented marketing plans to increase brand awareness and exposure.

- Applied my marketing ideas, which boosted KPI goals.
- Increased my awareness for customer needs, therefore increasing the retention of customers.
- Worked alongside members in the marketing, sales and purchasing

departments.

•Commended on my attention to detail throughout my duration at the company.



● **Media Planner**

IPG Mediabrands | Oct 2023 - Now