



Sandy Lai

Digital Marketing Specialist | Paid Media | E-commerce FMCG & Fashion | Sales Performance | Bilingual Speaker

London, UK

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Languages

English (Fluent)

Chinese (Native)

About

A result-oriented Marketing & PR professional with 3 years experiences across FMCG and fashion industry respectively. Adept at collaborating with creative teams to drive exposure for new products and brands. A proven track record in integrated marketing campaigns that drive awareness & demand and maximise ROI. Resourceful individual that has great organizational skills and is always searching new ways to improve processes and achieve higher conversion rate.

BRANDS WORKED WITH

- BAR JEWELLERY LTD
- DeVries Global
- Jo Malone London
- Studio Doe

Experience



● Stylist

Jo Malone London | Jul 2023 - Nov 2023

- Actively performing in a professional and friendly manner contributing to sales and the development of the turnover.
- Engaging with customers to the highest standard, exceeding their expectations and building strong customer loyalty.
- Achieving over 100% target sales on average throughout tenure.

● Marketing And Public Relations Specialist

Studio Doe | Nov 2021 - Feb 2023

- Creatively found ways to boost site traffic and increase user activity with a result in increasing 50% online sales. Highlighted sales performance on exceeding target by 128%, reaching GBP 100k sales revenue in Japanese designer accessory brand.
- Led e-commerce platform optimisation by mapping out the buyer journey and traffic acquisition based on Google Analytics data.
- Conducted market research, demand and sales forecast, created trade marketing calendar accordingly, liaising with merchandiser and brand suppliers.
- Managed paid social campaign in planning and execution, delivered social media audit report and SEO ranking to optimise campaign performance, pricing & ROI.
- Led showroom opening event, including exhibition curation, in-store fashion show coordination and brand magazine publication, with 100+ media and VIPs attended.



● Account Executive

DeVries Global | Sep 2020 - Nov 2021

- Consulted 5+ clients in FMCG and fashion industry (e.g. P&G, Ray-Ban) on paid social campaigns including planning and execution across diverse channels based on brand guidelines and media briefs.
- Helped organise and analyse various data, metrics, and spreadsheets, effectively measured program ROI, extracted data from the social media back-end and media agency to redefine targeting segmentation, budget and ad planning for optimisation.
- Result in 10% CTR increase within 2 months, over 250% growth in media exposure in 4 months; won new-business opportunities from global brands including Rolex, CONVERSE, and Coca-cola group.



● Temporary Sales Associates

Elite Associates | Dec 2019 - Jan 2020

● Public Relations Communications Intern

BAR JEWELLERY LTD | Sep 2019 - Nov 2019

- Stayed abreast of competitor marketing strategies by monitoring their digital content published online and offline events.
- Facilitated all planning and hosting activities for press releases and media lists compilation.

-Conducted market trends and analysed respective media platforms to identify new PR leads, and assisted with day-to-day management of social media accounts.

Education & Training

2017 - 2020 ● **London College of Fashion, University of the Arts London**
Bachelor of Arts - BA,