



Qing Sum

SEO Account Director at Starcom

London, UK

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Links

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Languages

English (Native)

Chinese (Basic)

About

A competent and results-driven digital marketing professional with a proven track record in developing and executing campaigns. Capable of handling diverse projects in a fast-paced environment, with a thorough understanding of SEO, content marketing, digital PR, user engagement and digital strategies. I enjoy challenging briefs and am keen to help clients meet their short and long-term marketing goals.

BRANDS WORKED WITH

- Bayerische Landesbank
- Better Agency
- Performics
- Sony Music Entertainment
- Starcom
- Zenith

Experience

- **SEO Account Director**
Starcom | Aug 2022 - Now
- **SEO Account Manager**
Starcom | Apr 2021 - Aug 2022
- **Content Marketing Manager**
Zenith | May 2020 - Apr 2021
- **Senior Content Marketing Executive**
Performics | Mar 2019 - May 2020
- **Content Executive**
Better Agency | May 2017 - Mar 2019
- **Copywriting and Social Media Apprentice**
Better Agency | Oct 2016 - May 2017
- **Music Marketing Intern**
Sony Music Entertainment | Aug 2012 - Aug 2012
- **Work Placement**
Bayerische Landesbank | Jul 2011 - Jul 2011

