



CHAN EY CHEUNG

◆ DIGITAL MARKETING PROFESSIONAL ◆

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SOCIAL

- facebook.com/ChaneyMiniyou
- @miniyoufigurines
- @miniyoufigurine
- linkedin.com/in/chaneycheung

HELLO THERE!

Throughout my career I have been driven by the desire to make an impact in people's lives through providing memorable experiences. I have discovered a new challenge and passion in the digital world and aspire to make a difference through technology, data and creative solutions. Understanding people and getting stuff done is what I do, allow me to join you and show what we can do together!

EXPERIENCE

Red Academy

Digital Marketing Student
September 2015 - December 2015

- Developed holiday marketing campaign for ethical fashion Sseko Designs
- Created mobile application launch campaign for startup Currents App
- Developed inbound marketing campaign strategy for Boost Systems

Miniyou Figurines

Founder
Sept 2008 - Present

- Launched, managed and developed content for website
- Developed key partnerships with wedding and photography studios
- Operated night market stand for two seasons at Richmond Night Market

Westin Bayshore Hotel

Service Express Agent
July 2004 - Present

- Coordinated tours and activities resulting in high guest experience scores
- Produced highest In-Room Dining sales totals from May-Aug 2015
- Prepared and coordinated daily amenities for VIP arrivals

EDUCATION

Diploma in Digital Marketing and Strategy

Red Academy
September 2015 - December 2015

- Developed social media, content, inbound marketing and mobile campaigns
- Devised marketing strategies based on actionable insights from data analytics
- Created and launching advertising campaigns on Adwords, Facebook, Twitter

Bachelor of Commerce, Entrepreneurship

Royal Roads University
February 2006 - February 2008

- Created a business plan for a RV park for entrepreneurship project
- Developed and analyzed business strategies
- Presented a venture development plan to a panel of VCs and angel investors

Diploma in Tourism Marketing Management

British Columbia Institute of Technology
September 2002 - June 2004

- Devised meetings, conferences, and events plans
- Developed regional and community tourism marketing plans
- Promoted eco, adventure, destination and sustainable tourism

SKILLS

- Google Adwords
- Google Analytics
- Email Marketing
- Social Media Marketing
- Hootsuite
- SEO

CERTIFICATIONS

- Google Analytics Certification
- Google Adwords Certification
- Hootsuite Certified Professional

LANGUAGES

- English (Fluent)
- Cantonese (Fluent)