

Chun Sing KWAN

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Portfolio : www.kevinkwan.space

WORK EXPERIENCE

BDI Wear Parts (ASEA Group)

SEO Specialist

Markham, ON

Mar 2023 – Apr 2024

- **SEO Performance Improvement:** Implemented comprehensive SEO strategies, resulting in a **1000% increase in organic search impressions** and a **35% improvement in keyword rankings** within one year.
- **Platform Migration:** Spearheaded the migration of brands from Magento to Shopify and WordPress, achieving a **75% improvement in website speed** and a **30% increase in user engagement**.
- **On-Page and Off-Page Optimization:** Enhanced metadata, internal linking, and backlink acquisition strategies, leading to higher organic traffic.
- **Google Ads Campaigns:** Designed and launched targeted campaigns, driving a significant boost in visibility and conversions.
- **Technical SEO Expertise:** Resolved complex issues, such as crawl errors, and improved site architecture for better indexing.
- **Performance Analysis:** Used tools like SEMrush, Ahrefs, and Google Search Console to analyze data, providing actionable insights.

K-Matrix Digital Intelligence

Project Coordinator (Marketing)

Hong Kong

Aug 2019 – Sep 2021

- **Marketing Project Management:** Successfully managed and delivered 15 marketing projects, exceeding client expectations and achieving a 90% satisfaction rate.
- **Social Media Content Development:** Created and executed a comprehensive content calendar, ensuring alignment with brand standards and optimization for audience engagement.
- **Advertising Campaigns:** Planned, executed, and managed digital advertising campaigns across Google Ads and social media platforms, focusing on performance monitoring and ROI maximization.
- **Data-Driven Insights:** Conducted detailed analytics and reporting on campaign performance, identifying key trends and actionable insights to optimize future campaigns.
- **Cross-Functional Collaboration:** Worked closely with creative teams, data analysts, and stakeholders to ensure the seamless execution of marketing initiatives.

EDUCATION

Sheffield Hallam University

BSc (Hons) International Hospitality Business Management

Relevant Coursework: Data Analysis; Marketing; Project management

Graduated on 2019

Hong Kong Institute of Vocational Education

Higher Diploma in Hotel and Catering Management

Graduated on 2018

PROFESSIONAL DEVELOPMENT & CERTIFICATE

Google

Jun 2023

- Foundations of User Experience (UX) Design

Yonsei University

Feb 2021

- International Marketing Entry and Execution

Google Analytics Academy

Jan 2021

- Advanced Google Analytics

ADDITIONAL

Technical Skills: Javascript, HTML/CSS, Adobe Creative Cloud, Shopify, Wordpress, Magento.

Marketing Skills: Google Ads, Social Media Ads, SEO, Website Maintenance, Promotion

Analytics Tools: Google Analytics, Google Tag Manager, Tableau

Languages: Fluent in English, Cantonese and Mandarin