

# TOM TSUI 徐繼恒

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## WORK EXPERIENCE

### Senior Project Officer (Digital Strategy & Social Media) | HKUMed

2020-2023

- › Managed the Faculty website, covering content updates, restructuring, enhancements/bug fixes, SEO, accessibility, etc.
- › Developed and managed campaign-specific mini-sites, including the 135th Anniversary site and COVID-19 site
- › Planned and executed email marketing campaigns for regular newsletters and special events
- › Managed the Faculty's Twitter, LinkedIn & YouTube accounts
- › Produced multimedia content including infographics and video interviews for the Faculty's publicity and other needs

### Advocacy Officer (Social Media) | Our Hong Kong Foundation

2019-2020

- › Managed the policy team's Facebook (政策 · 正察) and helped launch the Instagram (CC研究所)
- › Developed content ideas: created new infographic series & inbox chatbot series to disseminate our policy findings
- › Maintained postings, comments & inbox messages; executed audience analysis & social listening

### Social Media Executive (part-time) | Apple Daily

2018-2019

- › Produced post captions, thumbnails & graphics for lifestyle Facebook pages run Apple Daily
- › Topics covered feature stories, technology, games, travel, pet, etc.

## EDUCATION

### Bachelor of Journalism (with First-class Honours) | The University of Hong Kong

2014-2018

- › Majored in Journalism and European Studies
- › Spent a semester as an exchange student at *Institut d'études politiques de Paris (Sciences Po)* in France

## SKILLS

### Languages

- › Chinese           Fluent  
(Cantonese & Mandarin; both traditional & simplified scripts)
- › English           Fluent
- › Korean           Intermediate

### Digital media

- › Website            Sitecore, Wordpress  
                          Search engine optimisation (SEO), accessibility requirements, basic HTML
- › Design             Photoshop, InDesign, Lightroom, Canva
- › Social media       Twitter, LinkedIn, YouTube, Facebook, Instagram
- › Email direct marketing
- › Analytics