

KARL CHAN

Digital Marketing & MarTech Specialist

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PROFESSIONAL SUMMARY

Data-driven Digital Marketing and MarTech Specialist with a strong focus on technical SEO, web performance, and marketing automation. I believe that successful digital marketing starts with a solid foundation: fast-loading websites, accurate data tracking, and optimized conversion funnels. Experienced in leveraging digital tools to support sales pipelines, coordinate enterprise projects, and improve workflow efficiency.

-55% CPC

Contributed to a 55% CPC reduction for targeted terms via optimized strategies.

154 B2B Leads

Manually sourced and qualified enterprise contacts to support sales targets.

100 / 100

Lighthouse score achieved on a custom WordPress stack to support lead generation.

CORE SKILLS

Digital Marketing: Performance Campaigns (Google Ads), Technical SEO, Content Strategy, Conversion Optimization.

MarTech Infrastructure: Web Management (WordPress, Redis), Basic Workflow Automation (n8n, Docker, VPS).

Data & Operations: Basic GA4 & GTM Event Tracking, B2B Lead Generation, Project Coordination.

Languages: Native Cantonese, Full Professional Mandarin, Professional Working English.

EXPERIENCE

Digital Marketing Specialist | Starfield (Hong Kong) Limited

Oct 2025 – Mar 2026

- Digital Campaigns:** Managed HKD 70k+ monthly ad spend. Executed keyword strategies that contributed to a **55% CPC reduction** for targeted terms and generated **70+ leads** monthly.
- Website Management:** Built and maintained a fast-loading corporate website (<1 month) to support inbound lead generation.
- Data Tracking:** Set up basic GA4 and GTM event tracking to monitor campaign performance and website traffic.

Marketing Executive | Logos Packaging Holdings Ltd

Dec 2024 – Jul 2025

- Sales Support & Prospecting:** Manually sourced and qualified **154 B2B enterprise contacts** into a centralized database, directly supporting the sales department.
- Social Media Operations:** Maintained daily LinkedIn content using AI tools, successfully growing organic impressions by **3,017%** from the initial baseline.
- Process Improvement:** Suggested CRM adoption to management to digitize and organize the sales pipeline.

Business Development Executive | Flybox Locker Company Limited

Oct 2022 – Sep 2024

- Project Coordination:** Managed the end-to-end tendering process and hardware installations for B2B clients (e.g., hospitals), ensuring smooth communication between vendors and clients.
- Business Expansion:** Assisted in the physical expansion for the "EasyBox" brand, securing a new location in Tseung Kwan O.
- Inbound Sales:** Handled client inquiries and closed sales, while proactively sourcing products at **60% of cost** to maintain profit margins.

Marketing Executive | Hung Fat Ho Food Limited

Nov 2021 – Sep 2022

- Audited website assets and reviewed analytics data for a corporate website relaunch project.

IT & TECHNICAL PROJECTS

- Information Aggregator (n8n):** Deployed a self-hosted **n8n** instance via Docker on a VPS to automate daily industry news aggregation, delivering summary reports to Telegram.
- Data Tracker Prototype:** Built a functional desktop data application prototype using AI tools (Claude) to structure and test basic product tracking logic.

EDUCATION & CREDENTIALS

- B.A. (Hons), Public Relations & Management** | THEi | 2017 – 2021
- Google Ads Search & Analytics Certifications** | Google | Valid until Aug 2026
- Masterclass On Artificial Intelligence** | ITCLIO
- Canva Essentials** | Canva