


KARL CHAN

AI Digital Marketing | SEO | SEM | Web Development

Contact Information

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 @karlchanwork

Qualifications

- Fundamentals of digital marketing by Google Digital Garage
- Masterclass on artificial intelligence by International Training Centre of the ILO (ITCILO)
- Certificate in Digital Marketing by Feva Works IT Education Centre

Education

BACHELOR OF ARTS (HONOURS) PUBLIC RELATIONS AND MANAGEMENT

Sep 2017 - Jun 2021

The Technological and Higher Education Institute of Hong Kong

Languages

Cantonese(Native)
Mandarin (Fluent)
English (Intermediate)

Scan the code to
see my portfolio



Experience

MARKETING EXECUTIVE

Logos Packaging Holdings Limited | Dec 2024 - Present

- Transformed LinkedIn page using an AI-powered content strategy, achieving 14,340 organic impressions (+3017%) (Feb-May 2025). Highlights include a post with 10.9% engagement (05/19) and effective use of video (7.63% engagement on 03/26 video).
- Revitalized Google Ads (HKD 5K/month budget): Fixed issues with ad targeting & tracking, and launched new data-driven campaigns for key markets (Thailand, Indonesia, Philippines) focused on quality leads & ROI, with the strategy endorsed by a Google Ads Specialist.
- Improved SEO & User Experience (UX): Wrote SEO blog content that boosted search rankings, built quality backlinks, initiated a server upgrade for website speed (in progress), and added a WhatsApp button to enhance visibility and lead capture.
- Played a key role in the new website project: Reviewed site frameworks, identified bugs, proposed improvements (such as server speed), and used AI to efficiently input content.
- Provided Sales & Operations Support: Compiled 154 qualified B2B contacts from industry sources, managed client sample shipments (FedEx/DHL), and created an Excel-based sample inventory system that improved team efficiency.

BUSINESS DEVELOPMENT EXECUTIVE

Flybox Locker Company Limited | Oct 2022 - Sep 2024

- Drove profitability by sourcing cost-effective products (60% original cost) and reselling them at a 3-4x markup (e.g., iPad charging carts, ABS Lockers).
- Spearheaded market expansion for "EasyBox Storage," securing a new operational site in a key residential area (East Point City, Tseung Kwan O).
- Achieved significant brand visibility via Xiaohongshu (Little Red Book) marketing, with multiple posts garnering 10K-25K views each within 7 days.
- Managed website development & digital presence: Achieved first-page Google rankings for key terms, boosted SEO score to 92/100, and reduced website spam by 80%.
- Delivered customized locker design solutions for major clients (including K11) and utilized AI for innovative tasks (e.g., new company logo design).

MARKETING EXECUTIVE

Hung Fat Ho Food Limited | Nov 2021 - Sep 2022

- Conducted market research and data analysis to develop effective, multi-channel marketing strategies for food products.
- Executed impactful promotional campaigns, including visual design for in-store marketing (Meyer Cookware) and vehicle wraps, measurably boosting brand awareness and sales.