


# KARL CHAN

AI-Powered Digital Marketing  
Driving 3000%+ B2B Growth via SEO & Content | WordPress | SEM

## Contact Information

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## Certifications

- Masterclass on artificial intelligence by International Training Centre of the ILO (ITCILO)
- Fundamentals of digital marketing by Google Digital Garage
- 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

## Personal Projects

### AI-POWERED ASSET TRACKER APP

- Acted as Product Architect & Project Director, independently leading the conceptualization, feature design, and management of a desktop application.
- Transformed complex business requirements into a functional product by orchestrating AI models (e.g., Gemini, Claude) as a virtual development team.
- Available for a live demonstration during the interview.

## Languages

Cantonese: Native

Mandarin: Full Professional

English: Professional Working

Scan the code to  
see my portfolio



## Experience

### MARKETING EXECUTIVE

Logos Packaging Holdings Limited | Dec 2024 - July 2025

- Spearheaded the revitalization of the company's LinkedIn presence using an AI-driven content strategy, engineering a 3,017% surge in organic impressions (to 14,340) within a 3-month period. Key successes include achieving a peak post engagement rate of 10.9% and leveraging video content to secure a 7.63% engagement rate.
- Transformed an underperforming Google Ads account (HKD 5K/mo budget) by rectifying critical targeting/tracking issues and launching data-driven campaigns for APAC markets (Thailand, Indonesia, Philippines), significantly enhancing lead quality and ROI, validated by a Google Ads Specialist's endorsement.
- Conducted a comprehensive technical audit of the company's legacy WordPress site and evaluated a proposed high-cost, inflexible proprietary CMS. To demonstrate a superior strategic path, I independently engineered a proof-of-concept website on a modern stack (WordPress/aaPanel), achieving a PageSpeed score of 98/100. This project served as a compelling business case advocating for a scalable, high-ROI WordPress solution that ensures long-term SEO control.
- Provided critical sales and operational support by identifying and qualifying 154 B2B leads from industry sources. Streamlined the client sample process by managing logistics (FedEx/DHL) and developing a new Excel-based inventory system, which improved team efficiency and tracking accuracy.

### BUSINESS DEVELOPMENT EXECUTIVE

Flybox Locker Company Limited | Oct 2022 - Sep 2024

- Drove profitability by identifying and sourcing cost-effective products (at 60% of original cost) and establishing a 3-4x resale markup for key items like iPad charging carts and ABS lockers.
- Spearheaded market expansion for the "EasyBox Storage" service, successfully securing new operational sites through direct outreach and negotiation.
- Evaluated and managed external web development vendors, identifying critical SEO and flexibility issues in proprietary systems. Advocated for a strategic shift to a WordPress-based solution to ensure long-term control and scalability.
- Pioneered the integration of generative AI (Microsoft Copilot) into creative workflows to design a new corporate logo for a subsidiary, demonstrating an innovative approach to brand development.
- Delivered customized locker design solutions for major clients, including K11, and used Canva to create marketing collateral for partnership proposals.

### MARKETING EXECUTIVE

Hung Fat Ho Food Limited | Nov 2021 - Sep 2022

- Executed diverse, hands-on marketing functions for a traditional F&B distributor, spanning digital and physical channels.
- Contributed to the company's digital transition, assisting in the development of a new WordPress website. Provided critical analysis on the technical SEO limitations of different platform versions (e.g., WordPress.com vs. self-hosted), offering data-driven recommendations to ensure long-term search visibility.
- Designed and produced a wide range of marketing collateral, including product posters for key retail partners (e.g., Meyer Cookware), promotional materials for subsidiary ventures (e.g., a Japanese restaurant), and full vehicle wraps for the company's delivery fleet.
- Managed product photography and visual assets, and maintained product pricing information across sales documentation.