

TRISTA TSUI

ASSISTANT MARKETING MANAGER

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ABOUT ME

Resourceful and adaptable Assistant Marketing Manager with experience across healthcare, aesthetics, tech, and international real estate. Known for being smart, positive, and open to challenges. Skilled in planning and executing marketing campaigns, building brand messaging, and supporting cross-functional teams. A quick learner who adapts well in fast-paced environments.

EXPERIENCE

Assistant Marketing Manager | Life Young Healthcare Limited

AUG 2023 - CURRENT

- Develop and execute integrated marketing strategies across digital, OOH & retails.
- Manage budgets and lead campaigns, including social media & Google.
- Plan and execute events and in-store activations & promotions.
- Drive CRM and digital ads to boost engagement.
- Oversee product placement and retail partnerships, especially with Mannings.
- Close relationship with news media and KOLs.

Senior Marketing Executive | Bio-Therapeutic (Computers) Ltd

2021 - 2023

- Manage and promote international beauty brands to enhance market presence.
- Oversee SEO and SEM strategies to improve online visibility and drive traffic.
- Prepare and coordinate both online and offline marketing materials for campaigns.
- Lead event management for product launches, seminars, and exhibitions.
- Build and maintain relationships with media, local magazines, and KOLs.
- Design, update, and maintain multiple WordPress websites for brand visibility.

Marketing & Business Administrator | BOXS LIMITED (Incubatee of HKSTP)

2020 - 2021

- Managing social media, linkedin and website updates.
- Events planning with HKSTP and public exhibitions at HKCEC.
- Preparing pitching deck for international competitions.
- Connecting HKSTP and GOV fund departments for marketing & HR expansion.
- Assists in UX/UI design and project management.
- Meeting clients for demo training via online and F2F.

EDUCATION

● 2016-2021

Bachelor Degree

Journalism and Mass Communication

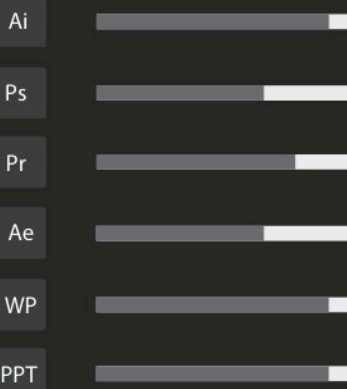
Hong Kong Shue Yan University

● 2010-2016

HKDSE

TWGHs Lo Kon Ting Memorial College

SOFTWARE



PROFOLIO

 <https://trista.digital>

LANGUAGE



KNOWLEDGE

