

Hayley Cheung

Marketing & Events Executive | London, UK | Youth Mobility Visa

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At First Glance

- 4+ years experience in marketing, graphic design and digital content creation
- Experienced delivering end-to-end marketing campaigns and event activations
- Skilled in graphic design including posters, signage, marketing collateral and digital marketing assets
- Social media management including content planning, scheduling and influencer collaborations
- Strong experience coordinating vendors, performers and community stakeholders
- Highly organised with strong communication and project management skills
- Fluent in English and spoken Cantonese

Marketing and Events professional with 4+ years experience delivering multi-channel campaigns, social media strategy and large-scale events within retail and hospitality environments. Skilled in campaign execution, digital content creation, and stakeholder coordination, with a strong background in design and brand storytelling.

Key Skills

Marketing & Campaign Management

- Strategic campaign planning and execution
- Event marketing and activations
- Stakeholder and vendor coordination

Digital Marketing

- Social media management (Instagram, Facebook, TikTok, Xiaohongshu (Red Note))
- Content creation and scheduling
- Influencer coordination
- Email marketing (Mailchimp)

Design & Creative

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Canva
- Photography and visual storytelling

Platforms & Tools

- Wix Studio, Wordpress, SEO
- Microsoft Office
- Google Workspace

Experience

Winworth Property - Sydney Australia

Full Time | On-site | Jun 2023 - Feb 2026

Marketing & Events Executive | Oct 2024 - Feb 2026

- Led end-to-end marketing campaigns and handling of 10+ large-scale multi-platform marketing campaigns and signature community events (Christmas, Lunar New Year, Easter), boosting customer engagement.
- Directed social content strategy across Instagram, Facebook, TikTok, and Xiaohongshu, achieving a 40%+ increase in audience engagement and 25% growth in brand visibility.
- Collaborated with the Marketing Manager to develop creative marketing campaigns across print and digital channels, ensuring brand consistency working closely with local community groups and state government stakeholders.
- Coordinated vendors, performers and community partners to deliver successful in-centre events, ensuring smooth logistics, strong visitor experiences and effective event promotion.
- Supported campaign budget management, reporting on spend, and optimising resource allocation to maximise ROI.
- Developed and maintained the Emerald Square shopping centre website using Wix Studio, enhancing user experience and driving digital traffic by [30%] through regular updates and effective promotion of events and retailers.

Experience Continued

Winworth Property - Sydney Australia

Marketing & Creative Assistant | Jun 2023 – Oct 2024

- Supported end-to-end campaign ideation, asset development, and event logistics, ensuring all deliverables met brand guidelines and quality standards.
- Managed administrative processes, including budget tracking, invoicing, and internal communications, contributing to a 20% improvement in team efficiency.
- Coordinated event logistics and on-site support with vendors and performers
- Created marketing collateral and assisted with social media scheduling

Uncle Mings Bar - Sydney Australia

Part-Time | Freelance | Dec 2020 – Dec 2025

Social Media Manager | Dec 2021 – Feb 2023

- Managed social media strategy and content across platforms, creating engaging posts to promote menu items, promotions, and events.
- Developed and maintained the brand's website, ensuring content remained up to date and aligned with the business's marketing goals.
- Designed marketing materials including posters, promotional graphics, and in-store collateral to support campaigns and promotions.
- Produced photography and visual content for social media campaigns, strengthening the brand's online presence and customer engagement.
- Collaborated with the business owner to plan marketing initiatives that increased customer awareness and engagement.

Piccolo Me - Sydney Australia

Full Time | On-site | Dec 2021 – Feb 2023

Junior Graphic Designer | Dec 2021 – Feb 2023

- Designed and executed branded marketing campaigns across digital and print channels for a 30-store café chain, supporting promotional launches and enhancing brand consistency across multiple locations.
- Managed website updates, social media channels and e-commerce content, helping maintain a consistent online brand presence and supporting promotional campaigns.
- Collaborated closely with the Senior Graphic Designer to maintain brand consistency while evolving campaigns to align with trends, marketing strategies, and customer engagement goals
- Contributed to campaign concepts and social media strategies, creating visually engaging content that strengthened brand storytelling and customer engagement.

Education

2018 – 2022

Western Sydney University
Parramatta South
Bachelor of Visual Communications

Volunteering

July 2019

African Impact Volunteer
Sports and Community Development,
Environmental Conservation and Eco Bricking

References

Provided upon request