

Hayley Cheung

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

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Hayley Cheung

At First Glance

- Fluent in English and spoken Cantonese
- 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

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

- Campaign planning and execution
- Event marketing and activations
- Stakeholder and vendor coordination

Digital Marketing

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

Design & Creative

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

Platforms & Tools

- Wix Studio, Wordpress
- 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 large-scale community events including Christmas, Lunar New Year and Easter activations, coordinating digital promotion, creative assets and on-site experiences to drive customer engagement.
- Managed social media strategy across Instagram, Facebook and TikTok, creating content and influencer collaborations to increase engagement and 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 marketing budget planning and campaign spend tracking, helping ensure marketing activities were delivered within budget while maintaining strong campaign performance.
- Designed and built the Emerald Square shopping centre website using Wix Studio, managing site structure, content and ongoing updates to improve user experience and promote centre events and retailers.

Experience Continued

Winworth Property - Sydney Australia

Marketing & Creative Assistant | Jun 2023 – Oct 2024

- Supported the Marketing Manager in developing creative campaign and event concepts
- Assisted with budget tracking, invoices, and basic financial administration
- Coordinated event logistics and on-site support with vendors and performers
- Created marketing collateral and assisted with social media scheduling
- Managed administrative tasks and internal communications for the marketing team

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