

Yoyo Leung

Resume

Summary

5 years of solid experience in producing key visuals, compelling text, and high-quality productions. Adept at diverse working environments while fostering positive relationships with team members. Proven ability to work independently and collaboratively to achieve project goals.

Education

Bachelor of Arts and Science in New Media

City University of Hong Kong
Graduated in 2020

Softwares

Illustrator

Premiere Pro

After Effects

Photoshop

InDesign

Final Cut Pro

Skills

Graphic Design

Video Editing

Production

Content Marketing

Portfolio

 suyucharisma.com

Contact

 5399-1316

 leungsuetyiu@gmail.com

Availability

One Month Notice

Work Experience

Creative Specialist

2025.10 - Present Lush Asia Limited

Defined brand identity by developing creative concepts, visual systems, and storytelling frameworks, while aligning creative direction with commercial goals, timelines, and budgets.

Drove up to 2x sales growth for hero products through strategic visual merchandising and impactful in-store execution.

Led end-to-end creative development for brand activations, including campaigns, product launches, and social media initiatives, successfully engaging audiences of 200+ guests.

Multimedia Designer

2023.01 - 2025.09 Self-employed

Collaborated with marketing agencies to deliver video production and graphic design services, enhancing brand visibility and engagement.

Created visually appealing weekly leaflets, social media posts, and website banners for clients, ensuring adherence to brand guidelines and visual style.

Edited engaging videos for social media platforms, including Instagram reels and video posts. Crafted attractive motion graphics to enhance product videos.

Edited a YouTube marketing video series, resulting in over 324K views.

Production Assistant

2022.01 - 2022.12 MakerVille Limited

Produced 8 rough and final video cuts weekly for broadcasting on ViuTV 99, ViuTV 96 and social media platforms, incorporating music, dialogues, graphics, and effects.

Assisted directors in planning and producing video shoots, contributing to budget monitoring and supervising wardrobe, hair, and makeup needs.

Maintained schedules, managed deadlines, and collaborated closely with team members.

Marketing Executive

2020.09 - 2021.12 Buyandship Limited

Conducted daily updates to copy and visuals for Facebook, Instagram, and YouTube channels, as well as the WordPress blog across Hong Kong, Macau and Taiwan.

Implemented a content strategy, creating daily posts featuring audience-centric content and appealing visuals.

Managed and supervised marketing materials, designing informative graphics, retouching product images, and editing captivating videos for social media, EDM, and website banners.

Led the conceptualization and creation of key visual and collateral materials for an offline marketing event, attracting approximately 2K participants.

