

# Kitty Wong

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## PROFILE

Marketing and brand leader with experience spanning luxury, culture and hospitality-adjacent sectors. Skilled in building audience engagement, brand storytelling and customer communities through a combination of content, partnerships, CRM and digital strategy. Experienced working with premium and high-net-worth audiences, translating cultural value into commercially successful brand experiences.

## PROFESSIONAL EXPERIENCE

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White Cube

*Digital Marketing Manager, Digital & Audiences*

London

May 2024 - Present

Lead audience engagement, brand storytelling and digital brand strategy for White Cube, one of the world's leading contemporary art galleries, supporting exhibitions, artists, art fairs and global commercial initiatives.

- Partner closely with communications, press and social media teams to develop integrated brand campaigns, ensuring a consistent narrative across earned, owned and paid channels.
- Deliver 290% YoY growth in email-attributed revenue and contributed to audience acquisition initiatives that increased qualified leads by 20% while reducing cost-per-lead by 10%.
- Develop strategic media partnerships with leading art and cultural publishers including Frieze and Artnet, securing premium placements and targeted audience reach across key international markets.
- Lead audience growth initiatives across social media and digital channels, contributing to the growth of White Cube's Instagram audience by more than 100,000 followers within a year and helping the platform surpass one million followers.
- Establish a competitor intelligence programme to monitor market positioning, audience engagement trends and campaign activity across the international gallery and luxury sectors.
- Lead migration from Mailchimp to Klaviyo and developed lifecycle marketing programmes that strengthened audience engagement, segmentation and customer retention.
- Manage and develop a digital marketing team while collaborating with senior stakeholders, agencies and cross-functional teams across marketing, communications and commercial functions.

Shapero Rare Books & Shapero Modern

*Marketing Manager*

London

May 2022 – Apr 2024

- Led brand repositioning initiatives across the rare books and contemporary art businesses, supporting international growth and a more premium market positioning.
- Updated and implemented the brand guidelines across all customer-facing channels, translating the refreshed brand identity into two new websites, social media templates and marketing assets.
- Directed social media content strategy and production, developing storytelling frameworks that strengthened brand awareness and audience engagement.
- Grew social media audiences from 5,000 to 15,000 followers within one year through content-led growth strategies and consistent brand storytelling.
- Built and launched two websites from concept to implementation, ensuring alignment between brand identity, customer experience and commercial objectives.
- Delivered 10x growth in qualified online leads, 5x quarter-on-quarter growth in online order value and more than £500k in sales within two months through integrated digital and brand initiatives.
- Worked closely with senior leadership to define brand strategy, customer positioning and growth opportunities across international markets.

Tate

*Ecommerce Executive*

London

May 2021 – Nov 2021

- Supported optimisation of e-commerce, membership and ticketing platforms within a high-traffic cultural organisation.

- Contributed to CRO and A/B testing initiatives to improve customer journeys and conversion performance across digital touchpoints.
- Managed CMS content and coordinated website enhancements, feature releases and bug resolution with development teams using Jira.
- Line-managed three digital and customer service associates.

Touch Gallery  
*Sales & Marketing Manager*

Hong Kong  
 Mar 2019 – Sep 2020

- Led brand, marketing and client engagement initiatives for a contemporary art gallery, helping strengthen market positioning and collector relationships across Asia.
- Developed the gallery's digital presence from the ground up, launching the website, email marketing programme and content channels to support audience growth and brand visibility.
- Created content and campaigns designed to engage collectors and art audiences, strengthening awareness and supporting commercial growth.
- Worked closely with artists, collectors and clients to translate cultural value into compelling marketing and sales narratives.
- Contributed to 300% growth in annual turnover through a combination of brand-building, audience development, marketing and client relationship initiatives.

#### SELECTED HIGHLIGHTS

- Grew White Cube Instagram audience by 100,000+ followers within one year, contributing to the platform surpassing one million followers.
- Developed strategic media partnerships with Frieze and Artnet to expand brand visibility among international collectors and cultural audiences.
- Repositioned Shapero's digital brand identity, growing social media audiences by 200% within 12 months.
- Built and scaled audience engagement initiatives across luxury, cultural and collector-focused brands

#### EDUCATION

The University of Hong Kong	Hong Kong
<i>Bachelor of Social Sciences (Psychology)</i>	2012 – 2016
<ul style="list-style-type: none"> <li>● Second-Class Honours</li> <li>● Founding team member of Eldpathy, champion of Hong Kong Social Enterprise Competition (2013)</li> </ul>	

#### ADDITIONAL INFORMATION

Languages: English (Fluent); Chinese (Fluent)

Skills:

CRM & Marketing Technology: Salesforce CRM, Klaviyo, Mailchimp

Analytics & Reporting: GA4, Looker Studio, Google Tag Manager

Paid Media: Meta Ads, Google Ads, LinkedIn Ads

Technical: Python (intermediate), SQL (intermediate)

Platforms: Salesforce, Shopify, CMS Management