

Commercial, hands-on marketing leader with 8+ years’ experience growing audiences and revenue for premium cultural brands and high-value collectibles, spanning contemporary art, rare books and limited-edition works. Highly analytical and results-driven, with expertise in performance marketing, CRM, eCommerce and content to acquire, nurture and convert affluent and HNW audiences.

Currently completing WSET Level 2, combining a longstanding interest in wine with a career built around cultivating collectors.

Education and Professional Development

WSET Level 2 Award in Wines
2026
Wine & Spirit Education Trust
The University of Hong Kong
2012 - 2026
Bachelor of Social Sciences (Psychology)

Languages and Skills

English, Mandarin, Cantonese

Paid Media:
Meta Ads, Google Ads, LinkedIn Ads

CRM & Marketing Technology:
Hubspot, Salesforce CRM, Klaviyo, Mailchimp

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

Platforms:
Hubspot, Salesforce, Shopify, CMS Management

Technical:
Airtable, Python (intermediate), SQL (intermediate)

Licenses & Certifications

Advanced Google Analytics
Google
Issued 2021

AI-Powered Performance Ads Certification
Google
Issued 2024

Google Ads - Measurement Certification
Google
Issued 2024

Experience

Digital Marketing Manager, Digital & Audiences
White Cube
05.2024 - Present

Lead global digital marketing, CRM, paid acquisition and customer intelligence for one of the world’s leading contemporary art galleries, developing affluent and HNW audiences across London, New York, Hong Kong, Seoul and Paris.

- Developed a new **data-led audience targeting strategy combining professional seniority and job titles, interests and affluence signals**, reducing cost per lead by approximately 20% while increasing downstream email engagement by approximately 30%, improving both acquisition efficiency and lead quality.
- Delivered 290% YoY growth in email-attributed revenue** through improved segmentation, lifecycle marketing and automated customer journeys designed to nurture audiences from initial interest towards enquiry and purchase.
- Built an automated **welcome and lead-nurture journey** that begins immediately after lead-form submission, using relevant editorial and commercial content to convert newly acquired prospects into engaged audiences and create earlier pathways towards sales.
- Customised CRM processes and **integrated website and email behavioural tracking** with Salesforce, giving Sales teams greater visibility into clients’ online interests, enabling more informed and timely relationship development.
- Strengthened attribution and reporting across **Meta, Google, LinkedIn, GA4 and CRM**, connecting marketing activity with lead quality, engagement and commercial outcomes to support data-led budget and campaign decisions.
- Coach social media content producers and coordinators and work with international teams to deliver **best-in-class content combining creative quality with strong brand consistency**. White Cube reached the milestone of **1 million Instagram followers approximately one year after I joined**.
- Partner with senior leadership, Sales, Communications, creative teams and external agencies to translate global commercial and audience objectives into integrated acquisition, CRM, content and digital strategies.

Marketing Manager
Shapero Rare Books & Shapero Modern
05.2022 - 04.2024

Led marketing and digital transformation across an international rare books and modern prints business, helping acquire and convert collectors for high-value and scarce assets.

- Built and launched a **new Shopify eCommerce platform**, improving operational efficiency, customer experience and online sales conversion while creating a more scalable digital sales channel for collectible works.
- Designed different conversion journeys according to product value and customer intent, combining direct eCommerce with **embedded, low-friction lead and enquiry forms for higher-value items**, allowing specialist sales teams to capture prospective collectors who were not ready or able to transact directly online.
- Delivered **10x growth in qualified online leads, 5x quarter-on-quarter growth in online order value and more than £500k in online sales** within two months through improvements to digital acquisition, eCommerce and conversion journeys.
- Experimented systematically with social content formats and introduced **specialist-led educational content**, enabling rare-book and art specialists to speak directly to audiences in an accessible, authoritative and engaging way while preserving the expertise of the brand.
- Grew **Instagram from approximately 5,000 to 15,000 followers within one year**
- Developed paid and organic acquisition strategies across **search, social, email and content**, using performance data to optimise audience growth, lead generation and commercial conversion.
- Worked closely with senior leadership, specialist sales teams, developers, creatives and external agencies, translating deep subject expertise into accessible digital experiences and commercially effective campaigns.

Experience

Ecommerce Executive

Tate Modern & Tate Britain

05.2021 - 11.2021

Supported digital commerce and optimisation for one of the world's leading cultural institutions.

- Managed and optimised **eCommerce content and customer journeys**, using analytics and testing to identify opportunities to improve user experience and conversion.
- Implemented website improvements using HTML, CSS and JavaScript and supported **A/B testing and conversion-rate optimisation** initiatives.
- Worked across commercial, editorial and digital teams to translate Tate's cultural brand into effective online retail experiences.

Sales & Marketing Manager

Touch Gallery Hong Kong

03.2019 - 09.2020

Led sales, marketing and audience development for a contemporary art and ceramics gallery, combining digital acquisition with direct collector relationship management.

- Delivered approximately **300% YoY revenue growth** through integrated sales, marketing, audience development and digital initiatives.
- Developed digital and social strategies to attract new audiences and convert interest into enquiries, gallery visits and collector relationships.
- **Launched and developed online sales capabilities** during the COVID-19 period, enabling the gallery to continue reaching and converting collectors remotely.
- Worked directly with artists, collectors and prospective clients, gaining hands-on experience of the relationship-led journey from initial discovery and education through to acquisition.

Early Experience

WSNXT

09.2020 - 04.2021

Hong Kong / London

Editor-in-Chief / Business Development

Led editorial direction, content development and commercial partnerships for a culture and lifestyle publication.

HONG KONG GOVERNMENT

09.2016 - 02.2019

Executive Officer (Graduate Programme)

Worked across public-sector administration, stakeholder coordination and project delivery.