

Growth marketing professional with 8 years of experience across art, culture and e-commerce, including White Cube, Tate and Shapero Rare Books. Proven track record growing revenue through e-commerce, paid social, email, CRM and conversion optimisation, alongside experience scouting and developing international artist partnerships. Combines art-market knowledge with a data-led approach to turning audiences into customers.

Education	Experience
The University of Hong Kong 2012 - 2026 Bachelor of Social Sciences (Psychology)	Digital Marketing Manager, Digital & Audiences White Cube 05.2024 - Present Lead digital marketing, audience growth and e-commerce initiatives for a global contemporary art gallery operating across five countries, combining paid media, CRM, email, customer data and digital experience to grow engagement and commercial performance. Manage two direct reports and coach five colleagues across Digital and Communications. - Own the end-to-end e-commerce and digital marketing strategy for White Cube global exhibitions, art fairs, and Prints & Multiples releases, spanning website experience and feature optimisation, audience segmentation, email automation, abandoned-cart re-engagement and pre- and post-release paid social campaigns. Generated £230k in gross online Prints & Multiples sales, with more than 70% attributed to marketing channels including website, email and paid media. - Develop audience and lifecycle strategies across Klaviyo, Salesforce and paid media, using first-party behavioural data to segment customers, identify intent and deliver more relevant acquisition, re-engagement and conversion journeys. Manage digital acquisition across Meta and Google, combining audience strategy, retargeting, creative testing and performance data to optimise campaign effectiveness and commercial outcomes. - Developed a behavioural intelligence system connecting website engagement with CRM and marketing profiles, turning digital activity into actionable audience insight for segmentation, targeting and customer development. - Build multi-channel performance dashboards combining website, email, paid media and CRM data, translating campaign and commercial performance into actionable recommendations for senior management. - 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.
Languages and Skills Growth & E-commerce: Digital growth strategy, e-commerce, conversion optimisation, product launches, customer journeys Audience & Lifecycle Marketing: Audience segmentation, email automation, CRM, behavioural targeting, customer retention Paid & Social Commerce: Meta Ads, Google Ads, LinkedIn Ads, paid acquisition, retargeting, campaign optimisation Artist & Commercial Development: Artist scouting, relationship development, sales, international partnerships, market research Data & Performance: GA4, GTM, Looker Studio, attribution, funnel analysis, behavioural data, commercial reporting Marketing Technology: Klaviyo, Salesforce, Shopify, CMS, automation, APIs, customer-data integration Licenses & Certifications Advanced Google Analytics Google Issued 2021 AI-Powered Performance Ads Certification Google Issued 2024 Google Ads - Measurement Certification Google Issued 2024	Marketing Manager Shapero Rare Books & Shapero Modern 05.2022 - 04.2024 Led growth marketing, e-commerce and digital strategy across international rare books and contemporary art businesses, combining audience acquisition, CRM, content and conversion optimisation to grow online revenue. - Delivered 5x quarter-on-quarter growth in online order value, 10x growth in qualified online leads and £500k+ in sales within two months through integrated digital marketing and e-commerce initiatives. Built and launched two e-commerce and lead-generation websites, redesigning customer journeys and integrating CRM, analytics and marketing technology to support international audience growth and conversion. Managed paid acquisition and conversion optimisation across digital channels, using audience and performance data to improve targeting, lead quality and commercial outcomes. - Developed customer segmentation, behavioural tracking and lifecycle marketing approaches to improve visibility of the purchase journey and identify opportunities for re-engagement and conversion.

Experience

E-commerce 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 **e-commerce 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

Joined as the gallery's first hire, with broad responsibility across artist development, gallery management, sales and marketing.

- Scouted and established partnerships with 30+ artists across Europe and Asia, using market research and direct outreach to identify artists aligned with the gallery's audience and commercial proposition.
- Managed ongoing artist relationships alongside exhibitions, marketing and sales, with the gallery maintaining a 95%+ sell-through rate and the majority of artist partnerships continuing to date.
- Built the gallery's website, email marketing and digital acquisition channels from the ground up, connecting artist development with audience growth and sales.
- Contributed to 300% growth in annual turnover through integrated artist development, marketing, digital and client-sales initiatives.

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.

Creative Practice

FUKAMI

04.2018 -

Hong Kong / London

Founder

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

Street Photographer

10 years of independent photographic practice; shortlisted for RPS165 with work exhibited in the UK and Japan. Experienced in producing exhibition-quality photographic prints, including personally using creativehub/theprintspace for printed work.