

SARAH KWOK

CONTACT

✉ hello@sarah-kwok.com

🌐 www.sarah-kwok.com

🏠 Sydney, Australia

WHY ME?

- Psychology-based copywriting
- Postgraduate-level research
- Data-driven marketing strategies
- Organisation level: Marie Kondo
- Fuelled by curiosity & learning
- Mandarin as a second language

Over the past 10 years, I've built a dynamic career in Marketing & Communications, working with agencies, client-side and as a freelancer. If you're interested in having an innovative marketer & professional writer on your team, let's chat!

EDUCATION

DIGITAL MARKETING

General Assembly | 2018

MASTER OF INTERNATIONAL RELATIONS (FIRST CLASS HONS.)

University of Melbourne | 2014 - 2015

BEHAVIOURAL STUDIES HONOURS (SCHOLARSHIP)

Monash University | 2011 - 2012

- Thesis (20,000 words): Personal Significance of the Facebook Profile: An investigation into the personal relationship Facebook users have with their own profiles

B.A. COMMUNICATIONS & MEDIA / BEHAVIOURAL STUDIES (HIGH DISTINCTION AVG.)

Monash University | 2009 - 2011

- Top 5% of School of Political & Social Inquiry
- Golden Key International Honours Society

EXPERIENCE

COPYWRITER & MARKETING SPECIALIST

Freelancer & Contractor | 2009 - Present

- Copywriting niche: B2B technology
- Creates and implements content strategies and innovative marketing campaigns
- Writes articles, marketing and sales collateral, website copy, blogs, case studies, white papers, newsletters, social media posts, ghostwriting & more

Clients: CreditorWatch, Kentico, Pricefx, The Content Rangers, Elite Words & more

Interesting fact: My academic background in English and Philosophy has taught me how to present complex concepts in a simple manner.

CAMPAIGN SPECIALIST

Best&Less | Oct 2019 - Feb 2020

- Created and implemented new processes within a freshly structured marketing department
- Created and executed marketing and advertising campaigns for web, social, radio, TVC, and print
- Collaborated with the e-commerce, marketing, and merchandising teams to develop plans and objectives
- Collaborated with clients to create campaign briefs, creative concepts, digital and point-of-sale assets, photoshoots, TVCs, in-store activations and nationwide events
- Wrote copy for point-of-sale collateral such as in-store signage and posters, digital and print catalogues, product labels and digital content
- Supported business growth and development by creating consumer awareness around the brand and product lines which included Minions 2, Frozen 2, Paw Patrol, DC Superheroes, Bugs Bunny, Pacman, Space Invaders and more.

Clients: Disney, Nickelodeon/Viacom, NBCUniversal, Warner Bros & more

ACCOUNT MANAGER

Area Ten | Jan 2018 - May 2019

- Spearheaded training program for Live Chat and Outbound Sales teams which was crucial to client acquisition and retention
 - Wrote copy for client sales scripts, Greechat's blog and Area Ten's SEO clients
 - Managed live chat performance and delivered monthly client reports
 - Analysed data to provide consumer behaviour insights and conducted optimisation to surpass KPIs
 - Assisted with SEO, Paid Search and CRO accounts using tools like Google Analytics, Crazy Egg, Screaming Frog and SEMRush
 - Maintained consistent growth across client portfolio and cultivated new business opportunities
- Clients: TEDxSydney, Miele, Squiz, Employsure, Snap, Digital Pacific, Shonajoy, Kirana Colleges & more

MARKETING EXECUTIVE

PACK & SEND Australia | Aug 2017 - Dec 2017

- Developed B2B & B2C integrated marketing initiatives which resulted in record online sales
- Managed national advertising campaigns and social media for the network of 100 franchisees
- Managed brand alignment by reviewing and approving advertising submissions from franchise owners
- Created content strategy and wrote blog posts, newsletters, articles, EDMs, press releases and more, using tools like WordPress and HubSpot
- Cooperated with field support team to drive uptake of local area marketing initiatives
- Managed relationships and performance with key marketing suppliers

PUBLIC RELATIONS EXECUTIVE

Horizon Communication Group | Mar 2016 - Dec 2016

- Created media releases, client pitches, media coverage reports, media training factsheets and wrap reports
 - Produced long-form and short-form content including blogs, website copy, social media and sponsored posts
 - Researched industry events, client competitors and speaking opportunities using tools like Telum Media
 - Generated new business leads as a result of personal initiative and networking
- Clients: Transport for NSW, SNP Security, Healthdirect, Star Ratings Australia, BIG4 Holiday Parks & more
- Interesting fact: I was offered this contract by the Head of Corporate, who used to be Managing Director at Hill+Knowlton Strategies when I worked there. I moved from Melbourne to Sydney for this!

MARKETING COORDINATOR

HitMaker Studios | Oct 2015 - Dec 2015

- Implemented content strategy which boosted social media engagement by more than 300%
- Researched, identified and pitched to prospects and sponsors
- Developed new marketing plans and produced promotional materials for various projects
- Created website content and contributed to its redevelopment
- Tracked competitors' activities and strategically positioned the company at a competitive advantage

MARKETING & PUBLIC RELATIONS COORDINATOR

Alternative Walking Tours | Feb 2015 - Sep 2015

- Developed and grew online presence by creating website content and maintaining active blog
- Implemented social media strategy which resulted in record event sales
- Sourced and secured sponsorship opportunities for events
- Produced press releases, managed event listings and created print and digital publicity materials
- Built relationships with the media and various organisations

Interesting fact: My performance and passion resulted in the founder offering me ownership of the company.

PUBLIC RELATIONS COORDINATOR

Hill + Knowlton Strategies | Sep 2013 - Dec 2013

- Conducted daily media monitoring, identified media opportunities and drafted press releases
- Created media strategies and content for client proposals
- Represented the firm in client meetings, pitches and events
- Assisted in facilitating media engagement sessions with the press and corporate media training sessions