

# Jimmy Kwok

Cross-cultural marketing strategist leading brand growth

✉ hi@gmi.im

☎ +852 9167 5286

🌐 [www.gmi.im](http://www.gmi.im)

## SKILLS

Brand strategy · Campaign leadership · Project delivery · Bilingual comms

## WORK EXPERIENCE

### Koon Wan Kau Food Factory (Kun Van Kau)

Executive Manager – Brand Development & Marketing

Hong Kong · Jun 2022 – Present

- Directed flagship store & sub-brand launch from concept to rollout
- Led strategy, creative & media teams driving retail transformation

### Pak Fah Yeow International

Assistant Manager – Sales & Marketing

Hong Kong · Dec 2021 – Jul 2022

- Managed brand campaigns & trade initiatives across Greater China
- Drove channel growth & partner alignment with brand strategy

### Artzbrew Gallery & Café

Brand & Marketing Manager – Creative Strategy

Hong Kong · Jun 2021 – Sep 2021

- Led brand identity & launch marketing for café-gallery concept

### CMRS Group

Creative / Senior Creative – Marketing Communications

Hong Kong · Jan 2018 – Jun 2021

- Delivered bilingual campaigns for cultural, FMCG, tech, & institutional clients
- Supervised cross-disciplinary teams ensuring on-brand execution

### Cove Drive

Communications & Marketing Assistant

Hong Kong · Oct 2017 – Dec 2017

- Supported brand positioning & communications strategy

### K11 Art Foundation

Intern / Gallery Assistant

Hong Kong · Jul 2017 – Dec 2017

- Produced PR & curatorial content and assisted marketing outreach

### Chinese Visual Festival

Festival Marketing & Communications Assistant

London · Feb 2017 – May 2017

- Supported festival marketing and audience engagement

## EDUCATION

### King's College London

MA Cultural and Creative Industries

London · Aug 2016 – Jan 2018

### University of Macau

BSocSc Communication with Spanish Studies minor

Macao · Aug 2012 – May 2016

### Universidade Católica Portuguesa

Exchange, Communication and Media Studies

Lisbon · Sep 2013 – Jan 2014

## CERTIFICATIONS & LANGUAGES

Content Marketing (Hubspot Academy) · Google Analytics (Google Skillshop)

Fundamentals of Digital Marketing (Google)

English (Professional) · Chinese – Cantonese & Mandarin (Native)

Portuguese (Limited working) · Spanish (Limited working) · Arabic (Elementary)