




EVA TAM

CONTENT PRODUCER & SOCIAL MEDIA MANAGER

 321-35 Tubman Ave.
Toronto, Ontario
M5A 0T1

 + 416 882 0188

 1evatam@gmail.com

 <http://www.evatam.net>

AWARDS

2020 Award of Excellence for Online Videos in Documentary (winner)

The Communicators Award

Producer, videographer and editor of

["Grocery retail is the next frontier for e-commerce in China."](#)

2015 Award of Excellence in Reporting on Women's Issues (winner)

Society of Publishers in Asia

(Asian equivalent of the Pulitzer Prize)

Part of the multimedia team that produced

["No Good Choices: A Maid's Fight for Justice"](#)

2015 Honourable Mention for Excellence in Digital News (runner-up)

Society of Publishers in Asia

Part of the multimedia team that produced

"What is Alibaba?"

TECHNICAL SKILLS

VIDEOGRAPHY

Sony: SF5, A7III

Canon: C300, C100, 5D

Panasonic: GH4

VIDEO EDITING

Adobe: Premiere Pro, After Effects

Avid: Media Composer

PHOTO EDITING & GRAPHICS

Adobe: Photoshop, Lightroom

Others: Canva

SUMMARY OF QUALIFICATIONS

- Award-winning video producer with **10+ years of international production experience** in journalism and finance.
- Currently a social media manager at **Fidelity Canada** where I developed and implemented strategies that significantly boosted engagement and follower growth. Our social media content has been ranked the best in the industry by financial advisors for three consecutive years.
- 4+ years as a senior multimedia producer at **Fidelity International** where I created editorial content from thought leadership papers, and branding videos for LinkedIn and other digital platforms.
- 5 years as a video journalist at **The Wall Street Journal**, covering news from all over Asia. I pitched, reported, filmed, wrote scripts, and edited news packages, features and explainers. My work won the Asian equivalent of the Pulitzer Prize for reporting on women's issues.

RECENT CAREER HIGHLIGHTS

Social Media Community Manager, Fidelity Canada


January 2022 - Present


Toronto, Canada


- Manage, create content and analyze engagement for Fidelity Canada's social media accounts (LinkedIn, Instagram, YouTube, Reddit and Facebook) by leading the development and execution of content strategies and community engagement using Hootsuite.
- Increased LinkedIn followers by 132% and Instagram followers by 48%, while boosting LinkedIn engagement by 35.6% through strategic initiatives. These included redesigning graphic templates for event promotions, creating an editorial calendar, repurposing thought leadership content for social media, and highlighting employees and internal events to enhance recruitment. My reels have amassed over 300K+ views on social media.
- Created Fidelity Canada's official Reddit account and spearheaded social and community outreach campaigns to promote our Ask-Me-Anything (AMA) sessions. One AMA garnered 150+ comments and 17,400+ views, driving a 30% increase in subreddit engagement.
- Successfully launched and managed Hootsuite Amplify, an employee advocacy tool for LinkedIn. Collaborated closely with compliance and led a team of contributors to publish 60 social posts per month for employees to share on their LinkedIn profiles. Amplify posts doubled Fidelity's total LinkedIn reach in 2024.
- Produced a 5-minute explainer video for YouTube, showcasing key insights from Fidelity's 2024 annual retirement report, which has garnered over 56K views.


EVA TAM

CONTENT PRODUCER & SOCIAL MEDIA MANAGER

 321-35 Tubman Ave.
Toronto, Ontario
M5A 0T1

 + 416 882 0188

 1evatam@gmail.com

 <http://www.evatom.net>

EDUCATION

Master of Journalism (MJ)

University of Hong Kong

Master of Arts in Media Production (MA)

Toronto Metropolitan University

Thesis: A documentary that examines the history and hardships of women in Canadian sports broadcasting

Bachelor of Journalism (BJour)

Toronto Metropolitan University

Majored in television broadcasting

WORK SAMPLES

How Retirement is Changing for Canadians, Explained

Fidelity Canada (July 2024)

<https://youtu.be/lBnPU8OCne4?si=c6EXsEwWMCDPR8qk>

Building a Model for Girls' Education in Rural India

The Wall Street Journal (October 2015)

<https://youtu.be/Yzm5gCfpwgc>

A Wife's Search for Her Missing Husband

The Wall Street Journal (August 2017)

https://youtu.be/Zze2Hi0M_yU

Fidelity's Annual Summer BBQ

Fidelity Canada (July 2024)

<https://www.linkedin.com/feed/update/urn:li:activity:7209253738228707328/>

Senior Multimedia Producer, Fidelity International

October 2017 – January 2022

Hong Kong, China

- Created and developed over 150 videos that explain the world of investment and finance as the main video consultant in Asia.
- Trained over 100 industry executives, directors, and analysts to speak comfortably and naturally in the front of the camera.
- A pair of videos I produced on China's automation and rising labour wages and MSCI inclusion of Chinese A-shares surpassed over 1M views; the most-watched on our company's social media accounts.
- Spearheaded a series of marketing videos that creatively feature the company's investment team. Videos gained 100K views on LinkedIn.

JOURNALISM CAREER HIGHLIGHTS

Adjunct Lecturer, University of Hong Kong

September 2016 – April 2021

Hong Kong, China

- Improve video news production course curriculum by suggesting and preparing new teaching materials that are in line with the latest trends - such as motion graphics, explainers, and social videos.
- Four students I've taught in 2017, 2019, 2020 and 2021 for this course won the coveted *Mick Deane Scholarship for Video Journalism* award in their respective years.

Video Journalist & Producer, The Wall Street Journal

June 2012 – September 2017

Hong Kong, China

- Reported, produced, filmed, edited, and created animated graphics for more than 800 stories that have been viewed over 4M times; video storytelling methods range from news packages and studio interviews to features, explainers and social videos.
- Notable issues covered: North Korea's nuclear crisis, Occupy Hong Kong, MH370 disappearance, 2016 Rio Olympics, Indonesia's forest fires, police corruption under Philippine president Rodrigo Duterte, China's tech boom and NBA's first all-star weekend in Toronto
- Show producer for weekly global consumer tech show that ran from 2013 to 2015; managed a team of 25 reporters and freelancers

Editorial Assistant, CNN International

December 2011 – May 2012

Hong Kong, China

- Pitched, researched, field produced and conducted interviews in English and Cantonese for more than 100 news stories in shows anchored by Richard Quest, Kristie Lu Stout and Andrew Stevens.