EVA TAM

SOCIAL MEDIA MANAGER & CONTENT PRODUCER

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SUMMARY OF QUALIFICATIONS

Award-winning **storyteller turned strategist** with **10+ years of social media and video production experience** in journalism, financial services and branded content.

- Areas of expertise: social media strategy and growth, editorial storytelling, content and campaign development, multimedia production (video, photography), employee advocacy programs, community engagement, and stakeholder collaboration
- **4+ years of social media leadership** across financial and professional services firms, driving platform strategy, content production, and firmwide adoption of social media frameworks, best practices, and employee advocacy programs to fuel brand growth and engagement at **BDO Canada** and **Fidelity Canada**.
- 4 years as a senior producer at **Fidelity International** where I lead the production of branding videos and editorial content from our financial research and thought leadership papers for LinkedIn, Facebook and other digital platforms.
- Proven expertise in multimedia through 4 years of **teaching video production and photography courses** at the University of Hong Kong.
- 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.

PROFESSIONAL EXPERIENCE

Manager, Social Media, *BDO Canada*

Toronto, Canada | July 2025 – Present

- Lead national social media strategy for BDO Canada by overseeing a team that drives the firm's digital growth.
- Redesigned the social media operating model to standardize planning, improve cross-team coordination, and strengthen alignment with national marketing campaigns. Architected a phased Crawl–Walk–Run maturity framework and drove firm-wide adoption across 80 marketers.
- Improved platform performance through strategic repositioning and content focus. Increased LinkedIn engagement rate by 45.8% and total engagements by 63.6% in six months. Repositioned Instagram to highlight employee expertise and culture, driving 89.2% YoY growth in organic engagement and significant increases in high-intent actions (shares +165.5%, saves +72.4%, story replies +466.7%).
- Established video as a core content pillar by consolidating fragmented campaign assets into five recurring branded series, strengthening consistency and long-term positioning. Launched in-house series "BDO Cue & A," averaging 80+ organic likes per post.
- Designed and delivered LinkedIn best-practices training to 300+ professionals, elevating executive presence, thought leadership, and employee advocacy firmwide.

Social Media Community Manager, *Fidelity Canada*

Toronto, Canada | Jan 2022 – July 2025

- Manage, create content, build a content calendar, analyze performance and drive community engagement for Fidelity Canada's social media accounts (LinkedIn, Instagram, YouTube, Reddit and Facebook) by using Hootsuite and Brandwatch.
- Increased followers on Instagram by 48% and LinkedIn engagement by 35.6% through strategic initiatives, such as creating reels to highlight events and thought leadership, amassing 300K+ views on social media.
- Craft multimedia campaigns across social media platforms to promote branding and thought leadership content by creating graphics, writing captions and producing videos and short reels. For Fidelity's 2024 annual retirement report, I produced a 5-minute explainer video for YouTube that achieved over 56K views.
- Successfully spearhead Hootsuite Amplify, an employee advocacy tool for LinkedIn. Collaborate closely with compliance and lead a team of contributors to publish 60 social posts per month for employees to share on their LinkedIn profiles.
- Launch Fidelity Canada's official Reddit account and orchestrate social and community outreach campaigns to promote high-impact Ask-Me-Anything (AMA) sessions, and generating an average of 100+ comments and 15,000+ views per AMA.

Senior Multimedia Producer, *Fidelity International*

Hong Kong, China | Oct 2017 – Jan 2022

- Created and developed 150+ videos that explain the world of investment and finance as the main producer in Asia. Conceptualized and executed all aspects of production, including storyboarding, scripting, hiring vendors, location scouting, multi- camera shoots, animation, and post-production.
- Two 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.
- Trained over 100 industry executives, directors, and analysts to speak comfortably and naturally in the front of the camera.

Adjunct Lecturer, *University of Hong Kong*

Hong Kong, China | Sep 2016 – Apr 2021

- 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*

Hong Kong, China | Jun 2012 – Sep 2017

- 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.

AWARDS

2020 Communicators Award, Excellence for Online Videos (Documentary)
2015 Society of Publishers in Asia, Excellence in Reporting on Women's Issues (Winner)
2015 Society of Publishers in Asia, Digital News (Honourable Mention)

TECHNICAL SKILLS

Videography: Sony (SF5, A7III), Canon (C300, C100, 5D)
Video Editing: Adobe Premiere Pro, After Effects, Avid Media Composer
Photo/Graphics: Photoshop, Lightroom, Canva
Social Media Management Tools: Sprout, Hootsuite, Talkwalker, Brandwatch

EDUCATION

CFA Institute Investment Foundations — CFA Institute
Master of Journalism (MJ) — University of Hong Kong
Master of Arts, Media Production (MA) — Toronto Metropolitan University
Thesis: Documentary on women in Canadian sports broadcasting
Bachelor of Journalism (BJour) — Toronto Metropolitan University

WORK SAMPLES

Play a Par 4 with CEO of BDO Canada (2025)
https://www.instagram.com/reels/DNnrlI-RWyQ/

How Retirement is Changing for Canadians — Fidelity Canada (2024)
https://youtu.be/IBnPU8OCne4

China's Aging Workforce — Fidelity International (2018)
https://video.fidelity.tv/view/NBLn1fBLu01

Building a Model for Girls' Education in India — The Wall Street Journal (2015)
https://youtu.be/Yzm5gCfpwcg

A Wife's Search for Her Missing Husband — The Wall Street Journal (2017)
https://youtu.be/Zze2Hi0M_yU