

Lo Yiu Wang Wyatt

Contact

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Final-year BBA Marketing student at CityU with finance and IS coursework, and campaign experience for fintech brands including Webull, HashKey Exchange and OSL. Skilled in short-form video, social media copywriting and campaign coordination; co-founded an Instagram video channel with 1M+ Reels views.

Education

City University of Hong Kong

Year 4 BBA Marketing | August 2023 - Current

University of Turku, Finland

Exchange, WeCan Scholarship | Jan - Jun 2026

Work Experience

Promoter (Person-in-Charge) | May - December 2025

iCreate Marketing Limited

- Led on-ground roadshow promotions in streets and shopping malls for fintech and consumer brands including Webull, HashKey Exchange, OSL, Longbridge, Keeta and HKTVmall
- Promoted Webull's new-customer account-opening offer and Keeta's discount campaigns, explaining offers face-to-face to the public
- As Person-in-Charge, led teams of 3-5 promoters and coordinated on-site operations to meet each client's promotional objectives

Operations and Marketing Assistant (Intern) | June - July 2025

Hong Kong Young Women's Christian Association (HKYWCA)

- Revived a stalled product-video initiative for Y Silver Link; independently scripted, filmed and edited 30 product demo videos in 2 weeks, now live on the company website
- Benchmarked competitors' content using AIDA / IMC frameworks and redesigned videos into short scenario-based stories for Facebook, achieving ~10x the previous video's monthly view rate
- Created branded intro/outro templates and a standardised editing workflow, keeping every video on-brand and raising output to 5 videos per day
- Wrote Facebook copy, designed post visuals and analysed competitors (Culture Homes, EASY66, Medimart) to inform product and promotion strategy

Teaching Assistant | March - June 2024

TWGHs Wong Fung Ling College

- Mentored 100+ students in the Jockey Club MAKER+ Innovation Programme, improving their technical skills and boosting engagement through hands-on activities

Photographer | June 2023

Hong Kong China Bodybuilding and Fitness Association

- Shot and curated professional event photos and videos, supporting brand visibility and digital engagement

Production Manager | August - September 2022

Hong Kong Playground Association (Tsing Yi)

- Coordinated and filmed all video content for the centre's Seed Project and Open Day, raising public awareness of its programmes
- Content posted on social media achieved ~50% more views and likes than the centre's regular posts

Photographer | May - December 2021

RunPic

- Captured and edited sports event visuals and produced promotional videos for the Tokyo Olympics

Organizational Involvement

Marketing Society, City University of Hong Kong Students' Union | 2024

President

- Coordinated inter-university events, fostering networking opportunities for 100+ students and industry leaders
- Provided support and services to members
- Event design and organization for members

Relevant Skills

Social Media (Instagram)

- Co-founded a short-form video channel for university students
- Filmed, edited and appeared on camera
- 3,000+ followers; 1M+ Reels views
- Peak video: 350K views

Technical Skills

- Premiere Pro, Final Cut Pro
- Photoshop, Lightroom
- Adobe Illustrator
- CapCut, Canva
- Google Analytics
- AI tools & vibe coding (Claude, ChatGPT)

Language Skills

- English | Level B2
- Cantonese
- Mandarin | OCT Level 6
- Written Chinese (Traditional & Simplified)