

MARCUS (MAN TEK) LEI

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PROFILE

After completing the Digital Marketing Foundation courses at BCIT, I started freelancing to help businesses increase their digital presence. With a strong background in customer service and experience as a financial advisor assistant, I possess valuable skills in data analysis, strategic planning, and effective communication.

SKILLS

- Proficient in Microsoft Office Suite
- Advanced computer skills
- Class 5 driver's license
- Fluent in English, Mandarin, and Cantonese

EXPERIENCE

FREELANCE

Self-employed 12/2023 - Present

- Utilized Meta ads to drive traffic and generate sales.
- Conducted market research and competitor analysis to identify opportunities.
- Utilized data analytics tools to track key performance metrics, analyze campaign performance, and optimize marketing efforts.
- Integrated email marketing campaigns within the sales funnel to maximize conversion rates and enhance customer engagement.
- Developed visually appealing product images to enhance brand perception and drive sales conversions across digital platforms.
- Leveraged WordPress expertise to optimize website layout and functionality.
- Curated engaging social media content to foster brand awareness, increase audience engagement, and drive traffic to the website.

FINANCIAL ADVISOR ASSISTANT

Elite Wealth Management 01/2021 - 01/2023

- Facilitated new client onboarding process and investment account setup.
- Performed wide-ranging administrative, financial and service-related functions.
- Prepared PowerPoint presentations for the advisor with attention to detail.
- Answered and managed incoming and outgoing calls and emails while recording accurate messages for distribution to the advisor.
- Assisted with company social media content.

RESTAURANT WAITER

Corner Kitchen 09/2018 - 02/2020

SUPERVISOR

CoCo Fresh Tea and Juice 06/2017 - 06/2018

EDUCATION

ASSOCIATE CERTIFICATE: DIGITAL MARKETING FOUNDATIONS

BCIT
Sep 2023 - Dec 2023

BBA: FINANCE

Simon Fraser University
2016 - 2020

CERTIFICATE

GOOGLE ADS SEARCH

Google
Jan 2024 - Jan 2025

GOOGLE ANALYTICS

Google
Dec 2023 - Dec 2026