

Justin Cheng

Details

Address

Hong Kong

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Email

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Porfolio

<https://www.jtcworks.com/>

Skills

Problem Solving

Communication

Leadership

Creativity

Photo Editing

Video Editing

Graphic Design

Social Platform

CANVA

Adobe Creative Suit

Microsoft Office

AI Drawing

Languages

Cantonese



Mandarin



English



Profile

- Strong communication skills, and an ability to collaborate and lead as a dynamic and dedicated professional.
- Experienced and driven Content Marketing Specialist with over seven years of experience creating compelling content across multiple media platforms.

EXPERIENCE

Creative Manager, The Hong Kong Council for Testing and Certification

May 2025 – Present ◉ Hong Kong

- Lead and inspire designers, writers, videographers and other creatives, assigning tasks and guiding projects from concept to final delivery.
- Oversee branding, advertising and marketing campaigns, ensuring ideas are on-brief, on-brand and effective across all channels (digital, social media, print, video, events, etc.).
- Review and approve creative work, giving feedback to improve quality, consistency and impact while meeting deadlines and budgets.

Designer, Hon KAN's Legislative Council Office

Jul 2024 – Mar 2025 ◉ Hong Kong

- Designing and compiling Leg-Co work reports under supervision
- Producing design products, videos and other promotional materials
- Assisting on public and media relations
- Organizing or coordinating events and functions

Multimedia Production Lead, TheValue.com Limited

Feb 2022 – Jul 2024 ◉ Hong Kong

- Managed and led the production of multi-media content (ranging from photos, videos, graphics and motion graphics) to promote different events, companies, personas, and luxury products or auction pieces to target audiences.
- Conducted and managed pre- and post-video production processes from arranging cross-department meetings, researching clients' needs, communicating with interviewees, setting up equipment, filming and editing videos for interviews, product demonstrations, event coverage (E.g. Sotheby's, Christie's Auctions, International Antiques Fair etc.) and promotional videos.
- Led a team of creatives to develop an interactive campaign that won an industry award.
- Created multimedia content, including videos and podcasts, to engage with audiences and increase viewership
- Developed a multimedia package for a story that included video, audio, and photographs

Officer, Creative & Production, Our Hong Kong Foundation

Jul 2021 – Feb 2022 ◉ Hong Kong

Hobbies

Photography, Camping, Travelling, AI Learning

- Maintained production records, including production reports and logs
- Reworked existing footage to create alternative versions of promotional videos
- Created motion graphics and visual effects that enhanced the overall quality of the video
- Edited and combined multiple video clips and images to produce a promotional video that increased customer engagement by 20 - 30%

Multimedia Designer, TheValue.com Limited

Feb 2017 – Jun 2021 ◉ Hong Kong

- Utilized multimedia tools to create interactive and engaging lessons that increased student engagement and motivation
- Led a team of creatives to develop an interactive campaign that won an industry award
- Created visuals and multimedia content to enhance user experience and improve engagement

Photographer, NOC COFFEE CO.

2021 – 2022 ◉ Hong Kong

- Created stop-motion animations that improved customer engagement by 20%
- Captured and edited high-resolution photographs for social media, resulting in a 30% increase in customer engagement
- Produced a series of photographs that captured the unique atmosphere of an event, resulting in increased engagement with the audience

Video Editor, GAFENCU

2016 – 2017 ◉ Hong Kong

- Created short-form content for social media platforms that achieved a 20 - 30% increase in viewership
- Created high-quality videos for various clients, resulting in a 40% increase in customer satisfaction

Education

University of the West of England, Bristol, Bachelor Degree of Digital Media

2015 – 2016 ◉ Hong Kong

Graduated with second honor.

Vocational Training Council (IVE), Higher Diploma in Multimedia Web Development and Digital Entertainment

2010 – 2014 ◉ Hong Kong

Graduated with Grade 4.