

Justin Cheng



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01 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.

02 EXPERIENCE

02/2022 — Present

Multimedia Production Lead at TheValue.com Limited

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

07/2021 — 02/2022

Officer, Creative & Production at Our Hong Kong Foundation

Hong Kong

- 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%

02/2017 — 06/2021

Multimedia Designer at TheValue.com Limited

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

2021 — 2022

Freelance Photographer at NOC COFFEE CO.

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

2016 — 2017

Video Editor at GAFENCU

Hong Kong

- Created short-form content for social media platforms that achieved a 20 - 30% increase in viewership
- Mastered a range of video editing software, from Adobe Premiere Pro to Final Cut Pro
- Created high-quality videos for various clients, resulting in a 40% increase in customer satisfaction

03 EDUCATION

2015 — 2016

University of the West of England, Bristol

Hong Kong

Bachelor Degree of Digital Media

Graduated with second honor.

2010 — 2014

Vocational Training Council (IVE)

Hong Kong

Higher Diploma in Multimedia Web Development and Digital Entertainment

Graduated with Grade 4.

04 SKILLS

Problem Solving

Illustration

Visual Design

Creativity

Facebook

Photo Editing

Video Editing

Graphic Design

Social Platform

Adobe Creative Suit

CANVA

Microsoft Office

Communication

Leadership

AI Drawing

05 LANGUAGES

Cantonese



English



Mandarin



06 HOBBIES

Photography, Camping, Travelling, AI Drawing