

# SEAMUS LI

STORYTELLER/PHOTOGRAPHER

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[www.seamusli.com](http://www.seamusli.com)

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## SKILLS

- Microsoft Word/Excel/PowerPoint
- Adobe Photoshop/Premiere Pro
- English/Cantonese/Mandarin

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## EDUCATION

### HONG KONG BAPTIST UNIVERSITY

Bachelor of Communication, Public Relations

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## EXPERIENCE

### DIGITAL CONTENT CREATOR

Aug 2023 - Present | FIMMICK

- Advise monthly content direction, support bilingual copywriting, and conduct creative pitches for online media campaigns.
- Build SEO website article portfolio for in-house brands.
- Client portfolio: HKSTP, Nestle Drumstick, Blue Insurance, Mannings, Philips Lighting, MOS Burger, McDonald Macau, Prime Credit, etc.

### SOCIAL MEDIA COPYWRITER

Oct 2022 - Jul 2023 | Havas Hong Kong

- As the manager of the in-house media accounts, conduct employee interviews and propose engagement initiatives.
- Co-design brand media identities and visuals.
- Produce media content ideations and copywriting for clients including Tommy Hilfiger, Alibaba, BNP Paribas, and HKMU.

### CREATIVE COPYWRITER -- CONTRACT

Mar 2022 - Oct 2022 | M&C Saatchi Spencer

- Kickstart editorial project for Hong Kong Arts Centre, build content strategy and produce weekly bilingual editorials.
- Assist in advertising campaign copywriting for clients including MOX virtual bank and Henderson Land Developments

### PUBLICITY ASSISTANT

June 2020 - Mar 2022 | Zuni Icosahedron

- Produce content across social media platforms, including profiles, website articles, and bi-weekly email newsletters.
- Conduct and execute interview shooting, and edit corresponding videos.
- Manage mainland social media accounts. Liaise with KOLs roll out marketing plan.

