

Cecily YEE

Content Strategy · Content Creation · Video Production

PROFESSIONAL PROFILE

A cross-industry professional with 10+ years of experience, including extensive work in public liaison and customer service and the past 2–3 years focused on content, social media and video production. I turn audience insight into measurable content from research and concept through production, publishing and review.

224K

Highest organic views

3

SNS posts per week

Weekly

Performance reporting

CURRENT EXPERIENCE

Marketing

2025 — PRESENT

Watashi Create

Manage end-to-end content operations across Instagram, YouTube and web, maintaining approximately three social posts per week across Reels and carousels.

Create weekly campaign graphics and handle topic selection, research, copywriting, filming, editing, subtitles, translation and publishing.

Build supporting campaign touchpoints including Google Forms and website content while responding to direct messages, comments and customer enquiries.

Prepare weekly performance reports and management updates, using results to recommend content priorities and next steps.

Coordinate teachers, KOLs and internal teams while independently managing timelines and day-to-day production needs.

SELECTED RESULTS

Created an insight-led cultural carousel that achieved 224,249 organic views, 2,750 shares and 2,574 saves.

Independently developed two educational carousel systems from topic and research to copy, design and publishing, achieving 60,795 and 28,071 views.

Developed the “Try It First” campaign from positioning and content to visuals, Google Form and conversion journey, generating 23 link taps and 3 applications.

WORK EXPERIENCE

Public Liaison Manager

2017 — 2022

Hing and Tai Construction Co., Ltd.

Acted as the communication bridge between project teams, clients, stakeholders and the public.

Customer Service & Operations

2016 — 2017

Yaruki, Kyoto

Built practical service and cross-cultural communication experience in a fully Japanese workplace.

Design & Production

2015 — 2016

Sai Industries

Applied a visual communication background to practical design and production work.

CORE SKILLS & TOOLS

Content Strategy · Copywriting · Carousel Design · Filming · Video Editing · Social Media · Reporting · Campaign Execution

Canva · CapCut · Photoshop · Premiere Pro · Illustrator
InDesign · Lightroom · Meta Business Suite · Instagram Insights
Google Forms · ChatGPT · Gemini

EDUCATION

BA (Hons)

Visual Communication (Illustration)

Creative thinking · Visual storytelling · Art direction

Higher Diploma

Printing and Publishing

Hong Kong Design Institute

LANGUAGES

Cantonese — Native · Mandarin — Advanced · English — Professional · Japanese — JLPT N1 · Korean — TOPIK Level 5

FULL PORTFOLIO

View complete case studies, process notes, visuals and video work.

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