



## Bevis Lau

eCommerce growth expert  
(Europe/Asia) | Data Analytics  
& Digital Marketing | Trav-  
el,Lifestyle,FMCG | PMP

📍 London, UK

✅ Bevis is **Available to work**

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### Links

 [LinkedIn](#)

### Work Preference

Location: Not looking to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,  
Hourly Consulting, Permanent Positions

### Skills

Digital Marketing (Advanced)

B2C Marketing (Advanced)

Business Analysis (Advanced)

Digital Analysis (Advanced)

Conversion Optimization (Advanced)

Analytics (Intermediate)

Agile Leadership (Intermediate)

Project Management (Intermediate)

### Languages

English (Fluent)

Chinese (Fluent)

### About

Current location: London (Eligible to work in the UK without visa sponsorship)

- A marketing strategist with 5 years of experience in digital marketing strategy and eCommerce transformation for global brands in Asia
- Wide-ranging experience in B2B/B2C eCommerce, online brand building, om-nichannel and digital marketing (Social,Paid Search, Email Marketing)
- Drive for APAC eCommerce launch and growth strategy for Tumi, Samsonite, Gregory and Lipault (Launched over 15 sites in the 2 years)
- Launched 5 marketplace flagship stores for Healthcare and Food Brands in DKSH and achieved year-to-year 100% growth in online sales in Hong Kong
- Worked with Expedia to deliver 2017Q4 brand awareness campaign achieved 1,000 transactions and 12,000 unique users in campaign site
- PMP,Google Analytics and Adwords certification,Tableau Desktop Specialist, Amazon Sponsored ads foundation, Experience with Salesforce Commerce Cloud, Shopify and Emarsys

BRANDS WORKED WITH

DKSH Holding

PRIZM Group

Samsonite

Victorinox

### Experience



#### ● Global Digital Commerce Business Analyst

Victorinox | Mar 2022 - Now

- Utilise data and create actionable insights to improve digital sales chan-nel across Europe
- Combining, mining, & analyzing data through internal & external plat-forms including Content square,Google analytics.
- Build multiple dashboard on Google Datastudio on website optimisa-tion and online sales growth.
- Develop automation processes and project workflow within the busi-ness



#### ● Regional eCommerce Executive(APAC & Middle East)

Samsonite | Sep 2019 - Now

- Project lead in launching eCommerce sites- TUMI (Middle East & Philip-pines), Lipault (7 APAC countries), Gregory (KR,JP,TW,HK)
- Define regional digital strategy and guide local eCommerce team on performance marketing campaign (SEM,EDM,Social Media) to achieve conversion and ROI goals
  - Collaborate with developers to improve UX/UI experience over 40 web-site enhancement in 6 months
  - Analyse online traffic metrics and customer journey to improve business performance and site optimisation
  - Operate eCommerce solutions management system in daily basis - product information management system (PlumSlice),email marketing (Emarsys) and promotion campaign (Salesforce Commerce Cloud) Key achievement:
  - Directed Lipault & TUMI eCommerce site building project in APAC mar-kets(launched 7 sites within 1 year)
  - Optimised regional performance marketing across 5 markets (AU,SG,MY,PH,TW) with 15% growth in ROI
  - Organised revamp project on "Create My Gregory" site with product customisation (2% conversion rate and enhanced online to offline shop-ping experience)
  - Led the regional enhancement project across 7 markets and result in 15%-20% increase in PDP conversion rate, and other ecommerce func-tions releases



## ● Digital Marketing Executive (Food and Healthcare eCommerce)

DKSH Holding | May 2018 - Sep 2019

Expanded the eCommerce B2B business by building flagship stores in HKTVMall and optimizing marketplace promotion strategies regularly for over 20 brands

- Pioneered performance marketing project in Hong Kong and improved ROI by 30% with Facebook and Google advertising budget
- Formulated and executed brand building and online marketing strategies for more than 10 international healthcare and consumer brands
- Revitalised order processing procedure and implemented new e-system that improved the order efficiency by 30%
- Brands involved: Quaker, Taokaenoi, Hiruscar, Linola, Alpecin, Paul Hartmann, Fresenius Kabi Key achievement:
- Built 5 flagship stores in the marketplace which resulted in year-to-year 100% growth in online business sales
- Created performance marketing service in Hong Kong market and launched over 20 campaigns in driving conversions



## ● Digital Account Executive

PRIZM Group | Jan 2017 - Apr 2018

Managed social media content in Facebook and Instagram and created up to 30 posts for each client each month

- Formulated over 10 omnichannel online campaigns to increase brand awareness and engagement (video shooting, web development and performance marketing)
- Led on a team of copywriter, designer and developer to implement social media strategy for brands
- Analysed engagement statistics weekly and expanded new strategy to improve the engagement rate by 20-25%
- Clients involved: Expedia, China Construction BankAsia, Hang Lung Properties, A.S. Watson group Key achievement:
- Launched Expedia 2017Q4 social media campaign with oversea shooting in Taiwan and Japan, website development and social media execution, contributing to 12,000 unique participants and 1,000 transactions