

KC Chan

Founder at Yeppy

London, , GB

Entrepreneur on eTailing, Digital Marketing & Anglo-Sino Trading

Biography

An experienced digital marketer with a keen interest in developing and executing marketing strategies. Innovatively managing multiple tasks simultaneously to meet challenging deadlines by using project milestones in measuring progress towards KPIs. Collaborating vertically and horizontally from experience in previous e-Commerce/sales ventures, building strong insights for lead generation, tracking marketing ROI reporting and tracking multi-channel marketing. Founder of Yeppy, ex B2B Online Retail Entrepreneur, experience on #DigitalMarketing strategy upon #SocialMedia Optimisation - Finally a vivid @AFCWimbledon Fan About.me/KcChano

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Direct Marketing, Social Media, International Trade and Development

Areas of Expertise

Digital Marketing, Event Management, Social Media

Affiliations

Warwick London Alumni, Oriented, IDM, Chinese Community Centre, Yeppy Media

Sample Talks

Masterclass - Enter the Real Dragons' Den 2.0: Wizard School for Brands Using Chinese Social Media
Chinese Digital Marketing continues to grow at a staggering rate. As of March 2013, an estimated 597 million users frequent social media in China, representing a 60% increase in volume during 2012 alone. What's more, it's all traffic generated via alternative platforms to the traditional Facebook, Twitter & YouTube. The messaging app WeChat (developed by Tencent) has experienced an explosion in international users: up from 50 million to 100 million in the summer of 2013 alone. A digital camp

Event Appearances

Masterclass - Enter the Real Dragons' Den 2.0: Wizard School for Brands Using Chinese Social Media

Social Media Week London 2013 - #2

Enter the Dragon Dens: Best Practice on Chinese Social Media

Social Media Week London 2013 - #1

Education

University of Durham

MA Management

University of Warwick - Warwick Business School

BSc (Hons) Accounting & Finance

Institute of Direct Marketing (IDM)

Cert Digital Marketing

Royal Russell School

GCSE & A Level

Accomplishments

Running Warwick Business School London Alumni Branch

Monthly educational event involving invite different speakers to our venue, and occasionally making presentation amongst peer on exchange our industry expertise... amongst the Alumni

Accredited Hubspot Inbound Marketer

Certified InBound Marketer with a score of 84

Run an official Masterclass on Chinese Social Media in Social Media Week London 2013

<http://socialmediaweek.org/london/events/?id=106487>

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