

Callum Fung

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EXPERIENCE

Digital Content Editor - RSPCA

May 2024 - Present

- Develop ideas for web content to be published on the RSPCA website to support us in preventing animal welfare issues, educating, rehoming, campaigning, fundraising and recruiting staff and volunteers
- Write strong, search engine optimised web copy to engage the public and support objectives
- Work with in-house specialists (scientific, inspectors, fundraisers, press) to generate new web content and refresh old content. Work with the digital analysts to generate relevant, search engine optimised, copy that will attract new visitors and support the charity's objectives
- Review content using various data analytics, Google trends, subject experts, content calendars and events to review and plan content
- Research new ways to increase engagement with visitors to the site
- Updating web pages and content using the CMS and web management system to upload content and manage page layout

Product Owner, CMS & Web Content - Goldman Sachs (Marcus UK)

August 2021 - March 2024

- Product owner for CMS (Adobe Experience Manager) - overall management of Marcus UK and Saga Savings websites including site strategy, end-to-end publishing, product development, accessibility adherence, SEO, device optimisation, and user testing
- Collaborate with cross-functional team (developers, UX design, product, legal, compliance, marketing, analytics and delivery) to create intuitive web experiences
- Lead product and content changes for recurring off-cycle business critical overnight releases (e.g. rate changes, tax year end)
- SEO lead consulting teams on best practices to improve organic search leading to increase of up to 400% YoY in organic search results
- Entire creation and upkeep of operational guidelines and user manuals for content management system
- Support in-house designer and creative agency in creating graphic assets
- Collaborate with the US engineering team to coordinate component enhancements to AEM suitable for the UK market
- Responsible for the build of HTML email templates and utilising our CRM system to create campaigns and workflows as well as executing all operational deliveries

Product Manager, App - Goldman Sachs (Marcus US - maternity cover)

June 2023 - January 2024

- Product Manager for the Marcus US app (iOS & Android)
- Collaborate with cross-regional teams to build and push out releases including enhancements and bug fixes for a seamless app experience

PROFILE

I have a strong customer service background, passionate about product and project needs. Collaborative growth mindset with a sharp eye for detail.

Responsible for Web, SEO and CRM in the UK as well as coverage for US client-service apps. Proven track record of exceeding targets recognised with 4 promotions in 4 years. My history demonstrates I have a positive approach to new opportunities.

SKILLS

Highly adaptive

Analytical/Problem solving

Attention to detail

Collaborative/Team player

Communication (oral and written)

Decision making

Driven

Multi-tasking

Organisation/Project management

Solution oriented

TECHNICAL SKILLS

Content Management Systems (CMS) - AEM, Wix, HubSpot

Web Content Management and Strategy

Product requirements

Technical documentation

HTML/CSS/SQL

UX/UI Design

- Quickly learned new line of business to own the end-to-end decommission of Marcus Lending and MarcusPay
- Serviced different lines of business and worked with engineers to refine requirements as well as QA to ensure all testing is completed
- Compiled journey flow decks for L&C approvals

Digital Finance Specialist – Goldman Sachs (Marcus UK)

July 2019 - August 2021

- Responsible for the day to day maintenance of customer accounts with processes including application review and processing, funds transfer, correspondence and complaint monitoring and response
- Training and development of new members through peer coaching
- Excellent time management and ability to work simultaneously within various functions including Escalations, Onboarding, Servicing, Bereavement, Complaints and Tech
- Keeping up to date with ongoing procedure/system changes, reporting pain-points and having the attention to detail to spot any errors on sites

Out of Hours Call Handler – Everlight Radiology

April 2018 - November 2019

- Record accurate patient register and ensure they have a protocol for radiologist to perform scan
- Planning and communicating scan appointments to doctors at hospitals
- Liaise with hospitals to ensure all relevant documents are provided to us and to produce high qualitative reports
- Alert doctors to any significant findings so relevant action can be taken

Waiting Staff – Onggi

February 2018 - May 2019

Stewardship – Myriad Security Ltd

August 2016 - September 2017

Teaching Assistant – Kumon Ltd

February 2014 - May 2016

EDUCATION

University of Leicester – BSc Psychology (2:1)

September 2016 - July 2019

BWHS

September 2009 - June 2016

- A Levels – Economics (A), Psychology (B), Government and Politics (C)
- AS – Mathematics (C)
- 12 GCSEs (A* – C) including Mathematics and English Language

INTERESTS

- Hobbies include Lego, solving puzzles, travel and baking

Search Engine Optimisation (SEO)

CRM systems (ACM)

Marketing Communications

Content Marketing

Agile Methodologies

Figma

Adobe Photoshop

AWARDS AND CERTIFICATIONS

The Fundamentals of Digital Marketing – Google Digital Garage

Digital Marketing – HubSpot Academy

SEO – HubSpot Academy

Six Sigma Yellow Belt – 6sigmastudy

Content Marketing – eMarketing Institute

Scrum Fundamentals Certified (SFC) – SCRUMstudy

Agile Scrum Foundation – Simplilearn

Digital Skills Programme – Accenture

+many more

LANGUAGES

English

Cantonese

REFERENCES

Available upon request