



# Winnie Choi

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## See my work

write-said-  
winnie.com

## I studied

B.A. Design,  
UNSW 2013

## I can use

- Photoshop
- Sketch
- Figma
- Confluence
- Jira

## I can speak

- English
- Cantonese
- Mandarin

## I'm learning

- Russian
- French
- Swedish

## I've worked as

### Lead Digital Copywriter at HSBC

Jun 2019 – Present

- Provided copywriting support on a wide range of projects
- Examined ways to improve ways of working
- Collaborated with stakeholders across different teams
- Organised and ran Confluence training workshops for colleagues
- **Notable projects:** Conversational Banking, Partnerships &

### Social Media Manager at Block.one

May 2018 – Apr 2019

- Managed content creation across company social media channels
- Ran on-the-ground coverage of hackathon events

### Digital Copywriter at HSBC

Aug 2017 – May 2018

- Wrote copy for mobile app, website, email, and app store channels
- Created and implemented app store community management

### Community Manager at HSBC

Apr 2017 – Aug 2017

- Kept global social media content calendar organised and full
- Worked with other internal departments to produce content
- Produced copy and scripts for social media content creation

### Account Manager at FLIPS, Fevaworks

Oct 2015 – Feb 2017

- Managed clients across a variety of industries
- Provided Chinese-to-English translations
- Wrote copy for video scripts, social media posts, websites and

### Account Manager at ZAVVA

Jan 2015 – Oct 2015

- Drove design, marketing, business development and market research
- Contributed towards brand identity for Palatino Hospitality and

### Business Development Executive at BMG

Feb 2014 – Dec 2014

- Supported the Revenue team across a range of tasks
- Compiled performance reports and helped lead Copper CRM adoption