

ENOCH CHEUNG

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Summary

I am a versatile analyst with experience across digital marketing, healthcare startups, health insurance, and business aviation. My toolkit spans performance marketing, campaign analytics, SEO, tag implementation, and marketing data automation. More recently, I have been using AI tools to build automated data workflows, speed up research, and produce SEO content that improves search visibility. I hold an MSc in Business Administration (Health) with Distinction, which gives me a strong understanding of how organisations collaborate across the healthcare ecosystem, and my academic research spans qualitative systematic reviews and quantitative health economics modelling for vaccination strategies.

Career Experience

Maples Group

Apr 2026 – now

Compliance Analyst

- Accelerated sanction screening speed through building Excel tools with xlookup and pivot tables
- Built email automation workflow through Power Automate for case tracking.

Bowtie Life Insurance

Sep 2024 – Mar 2025

Senior Analyst, Health (Part-time, Remote)

- Conducted qualitative competitor research of a European Insurtech company. Research components include investigating competitor's product strategies to identify local initiative adaptations.
- Tag implementation for web analytics tracking using Google Tag Manager.

FindDoc

Jun 2019 – Jun 2023

Growth Marketing Specialist

- Executed 20+ digital campaign across Google Ads, Meta and organic traffic for pharmaceutical clients. Performed weekly in-depth analysis using Looker Studio for campaign audience segment optimisation, with 90%+ weekly KPI met and improved conversion rate by 20%. Campaigns include Dupixent for Sanofi and PCV-13 vaccine for Pfizer.
- Delivered weekly performance reports and optimisation recommendations to project manager and clients. Responsible for advising the project manager on ad budget allocation and strategies and identifying suitable ad strategy for pharmaceutical clients.
- Built lightweight automation data processing workflow with Python scripts assisted by LLM, GCP Cloud Scheduler and Functions to reduce reporting man-hours needed by 30%.
- Coordinated with project managers and software engineers to deliver web analytics data tracking infrastructure with Google Analytics and Google Tag Manager.

Amnet (Dentsu Aegis Network)

May 2018 – Jun 2019

Data Analyst

- Maintained automated reporting workflows and used Tableau to streamline reporting pipeline.
- Improved CPA by 40% for an NGO client using data-driven audience targeting and bidding strategy on DV360.
- Managed tag implementation with data layers and marketing pixels including floodlight tags on DCM.

Asian Sky Group

Apr 2017 – Apr 2018

Commercial Analyst

- Produced industry research reports and market analysis on the Asia-Pacific business aviation sector.
- Managed structured data entry and database management using pivot tables in Excel.

Skills & Certifications & Interest

- **(Languages)** Native Cantonese, Fluent English
- **(Digital Marketing & Analytics)** Google Ads, Meta Ads, Google Analytics, Google Tag Manager, Google Search Console, Looker Studio, SEO
- Excel, basic SQL
- Google Analytics Individual Qualification — Google Digital Academy (Skillshop)
- **(Ongoing)** Microsoft Power BI Data Analyst Professional Certificate → PL-300 Certificate

Education

MSc Business Administration (Health) — Distinction 2024 – 2025

University of Groningen, Netherlands

BSc Economics and Geography 2013 – 2016

University College London, United Kingdom

Freelance Project

Preface AI Aug 2023 – Dec 2023

SEO Content & AI-Assisted Writing (Freelance)

- Produced SEO-optimised content on AI technology topics
- Leveraged AI writing tools to build a repeatable content production workflow aligned with keyword targeting and search intent.

AUTOMATE APP Sep 2021 – Nov 2021

Analytics & Tracking Implementation

- Report automation and tracking enhancement using Segment, Appsflyer and Mixpanel.