

# LEO CHEUNG

📍 London, UK | Contact me for full details

✉ Contact me for full details    ✉ [Leo@LYKC.co.uk](mailto:Leo@LYKC.co.uk)    🌐 [www.LYKC.co.uk](http://www.LYKC.co.uk)

## PERSONAL PROFILE

A highly motivated, enthusiastic and adaptable front-end web professional with over 4 years of practical freelance, agency and company experience working with the latest web technologies such as XHTML, CSS, JQuery, Flash, PHP and ASP.NET. A multi-skilled, proven team player who is logical and analytical yet extremely creative. Seeking new challenges and goals, and a company in which to grow, develop and succeed in his career.

## WORK EXPERIENCE



2009-Present

*FREELANCE WEB DESIGNER, SEO AND INTERNET MARKETER*

### **LYKC WEB DESIGN | HONG KONG AND UK**

- ◆ Web design portfolio and blog [www.LYKC.co.uk](http://www.LYKC.co.uk).
- ◆ Full customer service oriented web service providing bespoke website design, SEO, Internet marketing, graphic design, CMS integration, consultations, website redesign and maintenance etc.
- ◆ Main skills: XHTML, CSS, PHP, JQuery, SEO, Photoshop, Internet marketing and promotions, Wordpress, Google Analytics and tools, cross browser compatibility, w3c standards compliant code etc.
- ◆ Self-promotion, marketing, networking, selling and exceptional customer service.



2007-2009

*WEB PRODUCER*

### **VIRGIN GAMES | HAMMERSMITH, UK**

- ◆ Worked closely alongside a team of web developers, QA testers, graphic designers, project managers and marketing personnel, I was responsible for the front end development of the [www.virgingames.com](http://www.virgingames.com) website.
- ◆ Core skills involved XHTML, CSS, Javascript, SEO and Cross browser compatibility, all developed within an ASP.NET/C# environment using MS Visual Studio 2008.
- ◆ Management of the bespoke CMS system. All content was migrated to editable CMS content via custom XML/XSL Transformations.
- ◆ Production of all new content, microsites, redesigns, page edits etc.
- ◆ Production of email newsletters and email templates for use in Silverpop, an email marketing service.
- ◆ Technical documentation and training of marketing personnel.

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**OgilvyAction**

INFORMATION AND INSIGHTS EXECUTIVE

**OGILVYACTION | PADDINGTON, UK**

2006-2007

- ◆ Content manager for all internal CMS sites and also for external intranet sites for clients such as Viceroy and Vogue.
- ◆ Design and coding of email newsletters for global end market distribution.
- ◆ Core skills involved XHTML, CSS, Copywriting, Cross email client compatibility, Dreamweaver and Photoshop.
- ◆ Analysing statistics from Nettracker reporting system and comparing brands.

## EDUCATION

**2000 – 2005 | Kingston University | BSc**

*BSC COMPUTING WITH BUSINESS MANAGEMENT (FIRST CLASS HONOURS)*

*Modules studied:* Web Technologies, HTML, Systems Analysis and Design, Data Analysis, Database design, Java, Computer Graphics, Accounting, Operating Systems and Networking, Marketing Management, Internet Security etc

*Dissertation Project:* Double award research, analysis and design project exploring 'Interactive Computer Graphics and Animation'.

**1998-2000 | St Angela's Sixth Form Centre | A-Level**

*18/260 UCAS points:* Art, Maths, Physics and General Studies

**1993-1998 | St Bonaventure's RC School | GCSE**

*9 A\* - B* including Maths, English and Double Award Science

## OTHER INTERESTS AND ACTIVITIES

- ◆ 2005 – My degree grade was within the top 3 highest in the course.
- ◆ I participate regularly in several sports including football, tennis and Snooker. I occasionally like to compete in football/pool/poker competitions.
- ◆ I also enjoy travelling, exploring, photography, listening to music, socialising with friends and meeting new people.

## REFERENCES

*Available upon request*