

Ying Chau (Joey)

Founder's Associate & Marketing Lead | Fluent in English, Mandarin & Cantonese |
Creating Global Content | Medical Device Compliance & Market Access | MDR & ISO
Standards

Detail-oriented and creative Media & Communication graduate with experience in cross-platform content strategy and data-driven performance analysis. Skilled in managing end-to-end digital projects, ensuring accuracy, consistency, and audience engagement across platforms.

Currently transitioning into QA and RA , actively building knowledge in MDR, CE marking, and ISO standards (ISO 14971, ISO 13485). Known for a strong attention to detail, problem-solving mindset, and ability to adapt quickly in fast-paced environments.

Fluent in English, Mandarin, and Cantonese, with experience creating content for diverse global audiences.

Top skills

Microsoft Word • Lightroom • Adobe Photoshop

- Lead digital marketing and brand positioning across LinkedIn, Xiaohongshu, and Instagram
- Develop investor-focused communications and cross-platform content strategies to strengthen brand visibility
- Design pitch decks, presentation materials, and marketing assets for fundraising, conferences, and stakeholder engagement
- Deliver presentations to investors, industry leaders, and conference audiences on behalf of the company
- Support CEO communications, executive coordination, and strategic business outreach
- Oversee end-to-end marketing execution, including content creation, campaign planning, and brand development
- Collaborate closely with leadership on business development, partnership opportunities, and strategic initiatives