

Nicole Yuen Ming Cheung

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Profile

Creative Studio Manager with over 8 years of experience in leading cross-functional teams to deliver impactful branding and digital campaigns across print, events, and marketing. Skilled in utilizing AI tools to streamline workflows, enhancing creative quality and efficiency, and managing budgets effectively.



Experience

2023

Hong Kong

Photography Manager and Creative Producer

Christie's APAC || Wellcom London Ltd

- Managed daily operations for multiple studios focused on product photography and videography across APAC, delivering over 5,000 high-quality images weekly, which improved brand imagery.
- Led a team of over 30 photographers across various Asian markets, significantly enhancing creative quality and team efficiency, fostering professional development.
- Oversaw a \$10 million annual budget, optimizing resources for both on-site and off-site productions, achieving substantial cost savings.
- Utilized project management tools like Monday.com to effectively plan, track, and deliver multiple projects on time, ensuring high-quality outcomes.
- Collaborated closely with clients and cross-functional teams, aligning timelines and facilitating seamless communication across different time zones, improving project coordination.
- Developed comprehensive production schedules and managed budgets, driving continuous improvement and optimizing workflow processes.
- Incorporated industry innovations to maintain a competitive edge and enhance production quality in a fast-paced market, helping the team stay ahead of trends.

2022 – 2023

Video Producer

Phillips

- Developed creative storytelling ideas aligned with brand tone and aesthetics, enhancing brand messaging.
- Led over 100 video productions from pre-production to delivery, managing multiple projects simultaneously.
- Coordinated post-production schedules with creative and vendor teams to meet deadlines, ensuring timely delivery.
- Communicated across time zones to handle urgent requests and quick turnarounds, maintaining project flow.
- Sourced new freelance talent, enhancing project quality and creative diversity.

2021 – 2022

Video Production Manager/ YouTube Manager

Bitget/ BitKeep

- Planned and executed video production projects for social media and business development, aligning with brand goals and strengthening marketing strategies.
- Managed a YouTube channel with over 10,000 subscribers, boosting digital presence and audience reach.
- Built and led an in-house video production team, fostering collaboration and creativity, improving workflow and enhancing video quality.
- Collaborated with social media teams to drive targeted marketing campaigns, increasing engagement and brand awareness among key demographics.
- Directed video aesthetics and contributed to the development of brand guidelines, ensuring content maintained a consistent and appealing look.
- Scripted and produced compelling video content to enhance brand storytelling, effectively communicating the brand's message and values to the audience.



Projects

2023 – 2025

Project Lead

Christie's APAC Photography Service Team Expansion

- Expanded the photography team from 5 to over 30 photographers, significantly enhancing creative output and operational efficiency.
- Developed strategies to streamline operations and improve workflow processes.



Skills

– LANGUAGES

Cantonese
NATIVE

Mandarin
NATIVE

English
FULL

– SOFTWARE

Adobe Premiere
PROFESSIONAL

Da Vinci Resolve
PROFESSIONAL

Adobe Photoshop
PROFESSIONAL

Adobe Illustrator
PROFESSIONAL

– CREATIVE & PRODUCTION

Creative Direction
EXPERT

Project Management
EXPERT

Brand Storytelling
EXPERT



Education

09/2013 – 02/2018
Taipei, Taiwan

Film Studies | Bachelor of Arts
Shih Hsin University

09/2008 – 07/2012
HKSAR

Hong Kong Diploma of Secondary Education | Diploma
Tuen Mun Catholic Secondary School



Key Achievements

Successfully built Christie's APAC Photography Service team and studios

- Expanded the team from 5 to over 30 photographers, significantly enhancing creative output and operational efficiency.

Spearheaded the creation and growth of a highly successful team from the ground up

- Oversaw and guided a team of 5 videographers and editors to achieve exceptional results, maintaining top-quality standards in production processes.

Successfully minimized expenses on photography projects and production costs

- Implemented strict cost-management strategies to eliminate unnecessary expenditures while maintaining high-quality deliverables.



Strengths

Team Building

People Development

Conflict Management

Client Relations

Leadership

Collaboration

Communication

Creativity

Problem Solving