

THOMAS CHAN

Bilingual content and communications leader with over 10 years across banking, wealthtech and crypto. Built AI-assisted content systems, led a 16-person team through governance and A/B testing, and shipped SEO/GEO-optimised, EEAT-grounded content that measurably lifted engagement and conversion, and earned trust across regulated markets in Hong Kong.

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RECENT EXPERIENCE

CONTENT LEAD

ENDOWUS | MAR 2026 - JUN 2026

- Localised Singapore's full content library into Hong Kong across 8 channels — eDM, web, SEO blogs and social — writing original financial-literacy articles for local investors rather than translating in place.
- Directed content across social media, in-app messaging and EDM alongside web, partnering with Product and UX Designers; retirement-focused articles reached 4,000–10,000 impressions each.
- Rebuilt the editorial style guide from scratch and restructured articles around GEO-ready H2 questions with JSON-LD FAQ schema, optimising English and Chinese independently rather than treating one as a translation of the other.
- Led backlink and partnership content with Standard Chartered and MPF Ratings, and set up an agentic automation system that routed localised articles to translation, social posts and visuals — finlit-derived social posts drove 10% more impressions than other content types.
- Translated finlit articles and market updates between English and Traditional Chinese for Hong Kong investors, with article performance data informing paid ad campaign direction.

HEAD OF COPY AND TRANSLATIONS (TWICE PROMOTED FROM SENIOR COPYWRITER)

BYBIT | FEB 2025 - MAR 2026

- Promoted twice within 2 quarters, from senior copywriter to Head of Copy and Translations, and built a 16-person multilingual team from a standing start — mapping the full stakeholder org chart into aligned squads, running individual 1:1s, and writing the team's first SLA, manifest and lead-time benchmarks.
- Cut review turnaround by 50% and scaled output by 60% through AI-assisted QA and compliance-check workflows across English and Chinese, backed by a mandatory human review layer checked against live Figma flows before anything shipped.
- Rolled the AI content system out across close to 40 domains, lifting production velocity by 70%+ while holding brand consistency, through scenario-specific prompts and dedicated Gems/GPTs built for tasks like push notifications, translation and long-form content.
- Introduced structured A/B testing into the team's workflow, improving landing page CTR by 38% and hitting a 7% conversion rate on a single popup test — the first time leadership saw copy's impact as a number rather than an argument.
- Repositioned Bybit Card as the card that unlocks digital finance, global mobility and a future-oriented lifestyle, rebuilding the content workflow to give writers PRD/MRD access and direct product-owner channels.
- Led integrated marketing strategy for Bybit Earn during a volatile market, positioning Mantle Vault as the stable option across a content calendar, SEO/GEO-optimised long-form articles and an industry livestream that drew 5,000 live viewers. Long-form content converted at 3.5%, and social engagement was 3x higher than in the prior campaign period.
- Built the content architecture for ByCustody, Bybit's institutional custody platform, shipping JSON-LD FAQ schema for AI-search visibility and one page structure that earns trust from retail and institutional audiences at once.
- Reached 85%+ internal copy NPS. Work was featured as a Ditto case study and cited in Marketing Interactive and UX Content Collective, and was invited as a panellist at TransPerfect Globalink Next Conference APAC.

EMPLOYMENT HISTORY (CONTINUED)

UX COPYWRITER

SHOPLINE | OCT 2023 - SEPT 2024

- Joined as SHOPLINE's first copywriter hire and built a repeatable cross-cultural content design framework reconciling high-context Chinese UX expectations with low-context Western conventions, anchored by an inverted-pyramid method that ranked every stakeholder message against the core user goal before cutting what didn't earn its place.
- Validated the framework in blind A/B preference testing against the old content approach, scoring 4 out of 5, then documented it into a tone-of-voice guide, terminology repository and competitor research library, and ran more than 4 workshops in Mandarin to train designers, product managers and management.
- Delivered UX writing for APAC B2B SaaS merchant products — onboarding, in-product and help content — and led content strategy across multiple digital products, partnering with product managers and designers to align UX writing with roadmaps.
- Governed CMS workflows for content deployment, consistency and brand standards across releases.

CONTENT MANAGER

CURRENXIE LTD | MAR 2022 - MAR 2023

- Produced bilingual (English/Traditional Chinese) product and long-form content aligned to product roadmaps across 2 product lines.
- Launched a thought-leadership eBook campaign that grew leads, owning landing-page UX copy end-to-end.
- Partnered with performance marketing to amplify organic content through paid channels.

COPYWRITER AND CONTENT SPECIALIST

AVO INSURANCE | APR - DEC 2021

- Designed Avo's first bilingual (English/Cantonese) content-localisation strategy across funnel stages for a digital insurer, researching competitors including Bowtie, One Degree and Lemonade and aligning underwriting, actuarial and management stakeholders behind it.
- Built the brand's first editorial style guide, localisation guide, content strategy guide, UX-writing tone of voice and SEO writing direction, refocusing blog content on general-insurance; organic traffic rose 50%.
- Wrote UX copy across the WFH Protection product page and onboarding flow, including error and empty states, and set both English and Cantonese brand taglines.
- Led bilingual content for the Avo's World brand campaign — a physical mural at Tung Street, an Instagram AR game and a bilingual minisite carrying one message across all three — driving Instagram engagement 10% above other posts and consistent mural footfall tracked via IG check-ins and QR scans.
- Wrote a KOL interview with Messy Desk as a Q&A for Avo's blog that independently drove organic search traffic and was reshared to the KOL's own following at no added media spend.
- Managed external designers and agency partners on integrated campaign production — landing pages, social, long-form and PR — controlling timelines and versioning.

DIGITAL UX COPYWRITER / DIGITAL WRITER

HSBC | JUN 2018 - APR 2021

- Wrote UX copy for HSBC's Faster Payment System launch in Hong Kong — a first-of-its-kind, regulated product with no existing content precedent — embedded full-time inside the Agile scrum team across every sprint alongside UX designers and business analysts.
- Covered the full FPS payment journey — entry point, payee setup, confirmation and error handling — keeping every string on-brand and legible to a general banking audience meeting concepts like FPS identifiers and bill reference numbers for the first time, and was selected afterward to help set UX content standards across 3 markets: Hong Kong, the UK and India.
- Partnered with mobile UX designers on further banking-app UX writing, including the AMH revamp and India/UK cross-border payment journeys.
- Produced SEO editorial on mortgages, savings and cross-border banking for retail customers across markets.
- Managed projects, sign-offs and stakeholders across concurrent app releases to ensure smooth execution.

DIGITAL MARKETING EXECUTIVE
JEB GROUP | AUG 2017 - FEB 2018

COMMUNITY AND DIGITAL MEDIA MANAGER
PLAYSTUDIOS ASIA | SEP 2016 - JUN 2017

SENIOR ANALYST
NIELSEN HONG KONG | DEC 2015 - AUG 2016

SALES ANALYST
THE CLOROX COMPANY | MAY 2014 - NOV 2015

MERCHANDISE PLANNING ASSISTANT
DFS GROUP | APR 2012 - APR 2014

EDUCATION

UNIVERSITY OF HONG KONG
Master of International Public Affairs | 2020 - 2022

UNIVERSITY OF NEW SOUTH WALES
Master of Commerce (Marketing) | 2011
Bachelor of Economics | 2008 - 2010

SELECTED PUBLISHED BYLINES

- [How to build trust in a digital and volatile world](#) | **Marketing Interactive**
- [Applying Agile principles to content design](#) | **Ditto**
- [Making AI Copy Human: A Content Designer's Guide](#) | **Ditto**
- [Bridging cultures in content design](#) | **Content Design London**

CERTIFICATIONS

Project Management Institute | Completed August 2025
PMI Agile Certified Practitioner

CFA Institute | Completed June 2025
Sustainable Investing Certificate

Google | Completed January 2025
Google Project Management: Professional Certificate

SKILLS

SEO & GEO: technical SEO fundamentals · on-page optimisation · GEO / AEO (generative & answer engine optimisation)

Content Strategy: intent-mapped content briefing · editorial style guides · content architecture

Bilingual & Compliance: English & Traditional Chinese · regulated-industry compliance review

Delivery: cross-functional with Product & Engineering · project management (PMI-ACP)

Tools & Data: Google Analytics 4 · Google Search Console · AI workflows (ChatGPT, Claude) · MS Office



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