Christopher Flynn

Creative & Brand Director | Commercial Growth Leader
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Hong Kong Permanent Resident (Eligible Dec 2026 / Zero Visa Sponsorship Required)
Native English | Basic Mandarin (HSK1 Certified Dec)

Executive Summary

Commercially-minded Art Director, Brand Leader, and Cultural Programmer with 9+ years of international experience (7+ years in Hong Kong). Built a foundational career designing and executing elite 360-degree brand identities, spatial touchpoints, and cultural campaigns (The Upper House, Yardbird, KIN, Clockenflap) before expanding into full-stack digital infrastructure and direct P&L accountability.

Uniquely positioned to bridge the gap between high-end visual aesthetics and hard performance marketing. Now pairs top-tier creative pedigree with commercial conversion funnels that drive measurable floor revenue. Most recently generated HKD 5.7M in unique commercial value (20x payroll ROI) within 8 months and a HKD 6.44M B2B pipeline by in-housing both creative execution and digital infrastructure at Giando Group. Seeking to lead creative, brand, and commercial growth for forward-thinking hospitality, lifestyle, or cultural brands.

Core Competencies & Stack

Creative Direction & Brand Architecture
Brand Identity Systems, Storefront Architecture, Creative Direction, Commercial Food & Interior Photography, Spatial Touchpoints, Packaging, Adobe Creative Cloud

Commercial Growth & Performance
Full-Funnel Growth Strategy, Technical & Local SEO, Meta Ads Manager, SevenRooms Integration, Google Analytics (GA4), Google Search Console, Salesforce-ready reporting

Cultural Programming & Experiential
Event Concepting, Brand Collaborations, Grassroots Community Building, F&B Pop-ups, Music & Arts Marketing, Large-Scale Event Support

CRM, Lifecycle & Automation
Klaviyo Lifecycle Marketing, DNS & Deliverability Rescue, QR Automation, Customer Segmentation, Digital VIP Portals

Leadership & Operations
Cross-functional Team Leadership (Teams of 5-7), Agency Direction, Budget Allocation, P&L Accountability, Triple Bottom Line (Sustainability) Strategy

Giando Group Limited · Hong Kong

Digital Marketing Manager (acting Head of Digital & Growth)
February 2026 — Present

Spearheaded group-wide brand strategy, creative direction, and commercial digital growth across a multi-concept hospitality and gourmet retail portfolio. Directs an in-house team of 5 (Design, Web, Marketing) to execute full-funnel brand campaigns and digital infrastructure.

Brand Architecture & In-House Savings: Saved an estimated HKD 150k in external agency fees by fully executing the approved Cotto & Crudo visual rebrand in-house. Audited and eliminated SaaS/agency bloat, saving an additional HKD 214k in web retainers.

Tracked Commercial Value & Floor Lift: Delivered HKD 5.7 million in unique generated and avoided cash (20x ROI on payroll) within 8 months against seasonal market downturns. Built 5 custom Squarespace sites with local SEO/live SevenRooms paths, capturing high-intent search to drive a net surplus of +10,639 physical covers (HKD 5.3M+ incremental floor value).

Paid Performance & Direct Reservations: Tracked and generated 150+ direct, high-margin table reservations via targeted Meta ad funnels, capturing HKD 423k+ in immediate table revenue at a highly efficient 38x blended ROAS (CAC kept under HKD 85).

Corporate B2B Event Pipeline (Origination): Built and qualified digital event funnels capturing high-value corporate inquiries (including Blackstone, HSBC, LSEG, and JPMorgan). Originated a distinct, dedicated corporate event pipeline of 110 active B2B leads valued at HKD 6.44 million.

CRM Revenue & Digital Loyalty: Rescued Klaviyo deliverability (41% open rates), attributing HKD 162k+ in Q3 retail sales. Digitized legacy membership via QR onboarding (77.3% adoption, 0% keying errors).

Hecho Limited (Creative Agency) · Hong Kong

Art Director & Brand Lead
May 2021 — April 2025

Led brand identity, creative direction, and social strategy for Michelin-starred hospitality, luxury lifestyle, and cultural staples. Managed an internal multi-disciplinary team of up to 4, alongside external vendors.

360 Brand Identity & Sustainable Architecture: Led visual systems and brand guidelines for KIN (Quarry Bay), an 18,000 sq ft sustainable food hall concept focused on local HK farm sourcing and eco-conscious practices. Executed full packaging, spatial touchpoints, and custom e-commerce builds for Yardbird, RONIN, and ALWAYS JOY.

Scaled Premier Hospitality Brands (Rooms & F&B): Authored the foundational social media and content strategy for globally acclaimed venues @upperhouse _ hkg / @salisterra _ hkg (growing to 66K combined followers), establishing digital frameworks still used today to sustain World's 50 Best Hotels top-10 global visibility. Grew @yardbirdyakitori to 75K followers.

Creative Direction & Production: Directed commercial photo and video shoots, art-directed campaign assets, and oversaw teams of designers and videographers to deliver unified TTL campaigns.

Cultural Programming & Event Collaborations: Created the brand assets and promotional material that drove hype and sell-out attendance for brand collaborations, special dinners, and cultural programming roll-outs at Yardbird.

Freelance & Cultural Community Initiatives · Hong Kong

Art Director, Cultural Programmer & DJ
Ongoing

Deeply embedded in Hong Kong's underground music, arts, and lifestyle communities.

Music & Festival Creative: Executed freelance creative direction and poster design for Clockenflap and prominent local venues/events including Bourkes, AER, Honky Tonk's, Mihn, and Social Room.

Community Building: Active local DJ and cultural participant. Champion of purpose-driven business, frequently consulting and discounting creative services for local sustainability and community-impact projects.

Excel Media Group Limited · Hong Kong

Business Development Executive
September 2019 — September 2020

Drove commercial revenue, media partnerships, and digital solutions during an unprecedented macroeconomic downturn.

Commercial Revenue Generation: Pivoted agency offerings toward live-streaming, virtual activations, and targeted digital advertising, achieving record-breaking sales in the first month.

B2B Sponsorship & Partnerships: Secured high-value corporate sponsorships and negotiated commercial media partnerships for international accounts.

Early Career & UK Editorial Pedigree

Social Media Manager | Graduate Fashion Week (London, June 2019): Drove 50,000+ unique web visits and managed digital brand partnerships with LVMH, Givenchy, and Ralph Lauren.

Editorial Events Intern | Esquire Magazine (London, July 2017 - October 2017): Supported multi-platform digital promotion, VIP sponsor liaison, and event operations for the flagship Esquire Townhouse.

Education

Master of Arts (MA) in Visual Communication (Merit) - Kingston University, London / CSVPA
Bachelor of Arts (BA Hons) in Fashion Communication - Liverpool John Moores University

Languages: English (Native) | Mandarin Chinese (HSK1 Certified Dec, Local B2B, PR & mainland agency management)

Certifications: Fundamentals of Digital Marketing (Google Digital Garage)