

JUNE 2026

Ken Lin

**DIGITAL CONTENT CREATOR
&
SOCIAL MEDIA STRATEGIST**



PORTFOLIO

ABOUT ME

Ken Lin

都市遊魂 | CITY TRAVEL DREAMER

Driven by curiosity and a passion for exploration, I have spent the past decade building a multi-platform media ecosystem. I specialize in translating travel and lifestyle experiences into compelling visual stories, having successfully collaborated with over 100 global organizations, including National Tourism Boards (JNTO – Japan National Tourism Organization, Macau) and international airlines.

CONTENT STRATEGY | F&B | TRAVEL



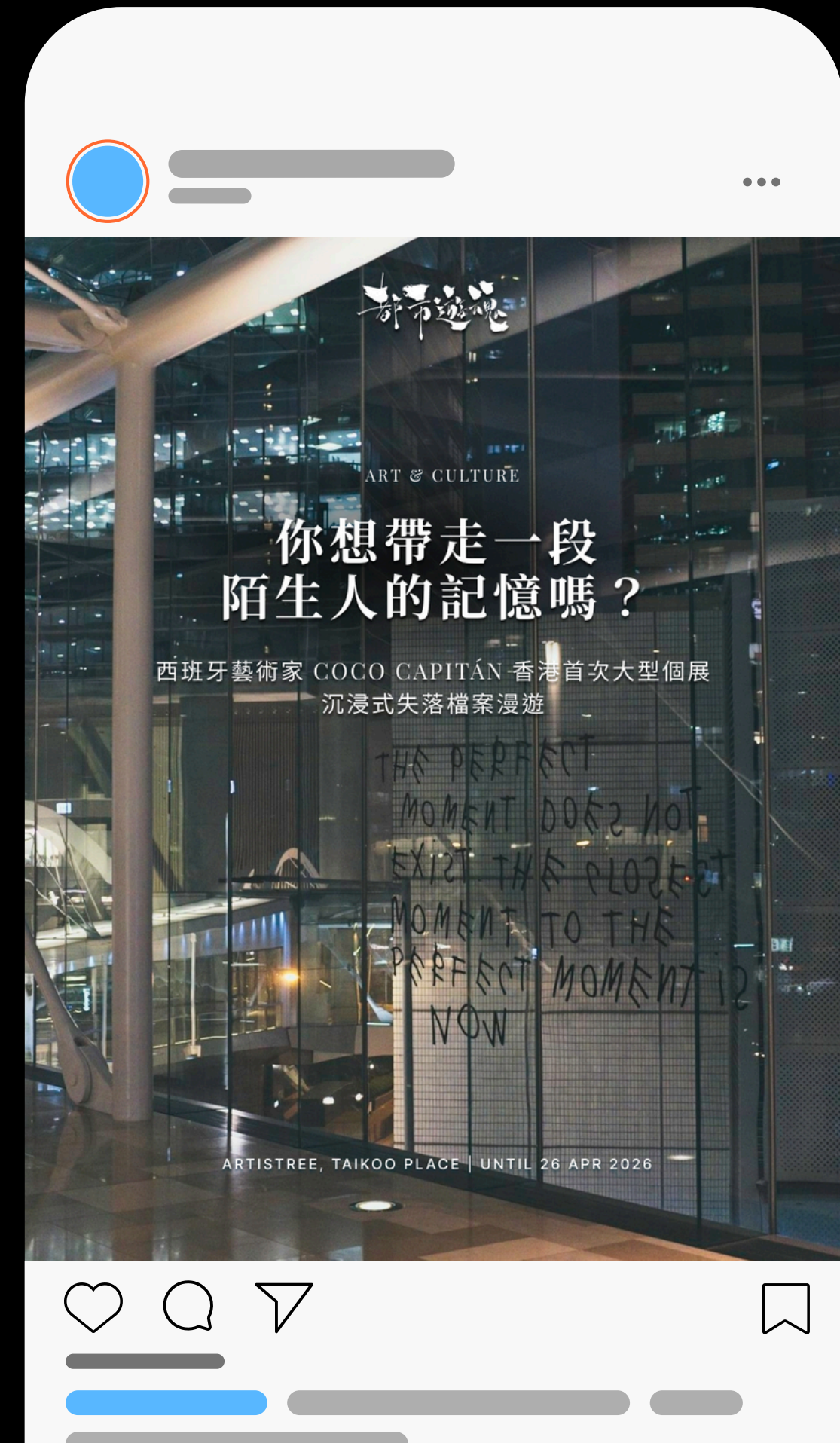
A photograph of an art gallery exhibition. In the foreground, a woman in a tan coat and patterned skirt stands with her back to the camera, looking at a large framed artwork on the left wall. To her right, a group of people are gathered around a large white wall featuring the text 'И AïvY' in a stylized font. The right wall is lined with several framed artworks. The floor is a light-colored, polished surface.

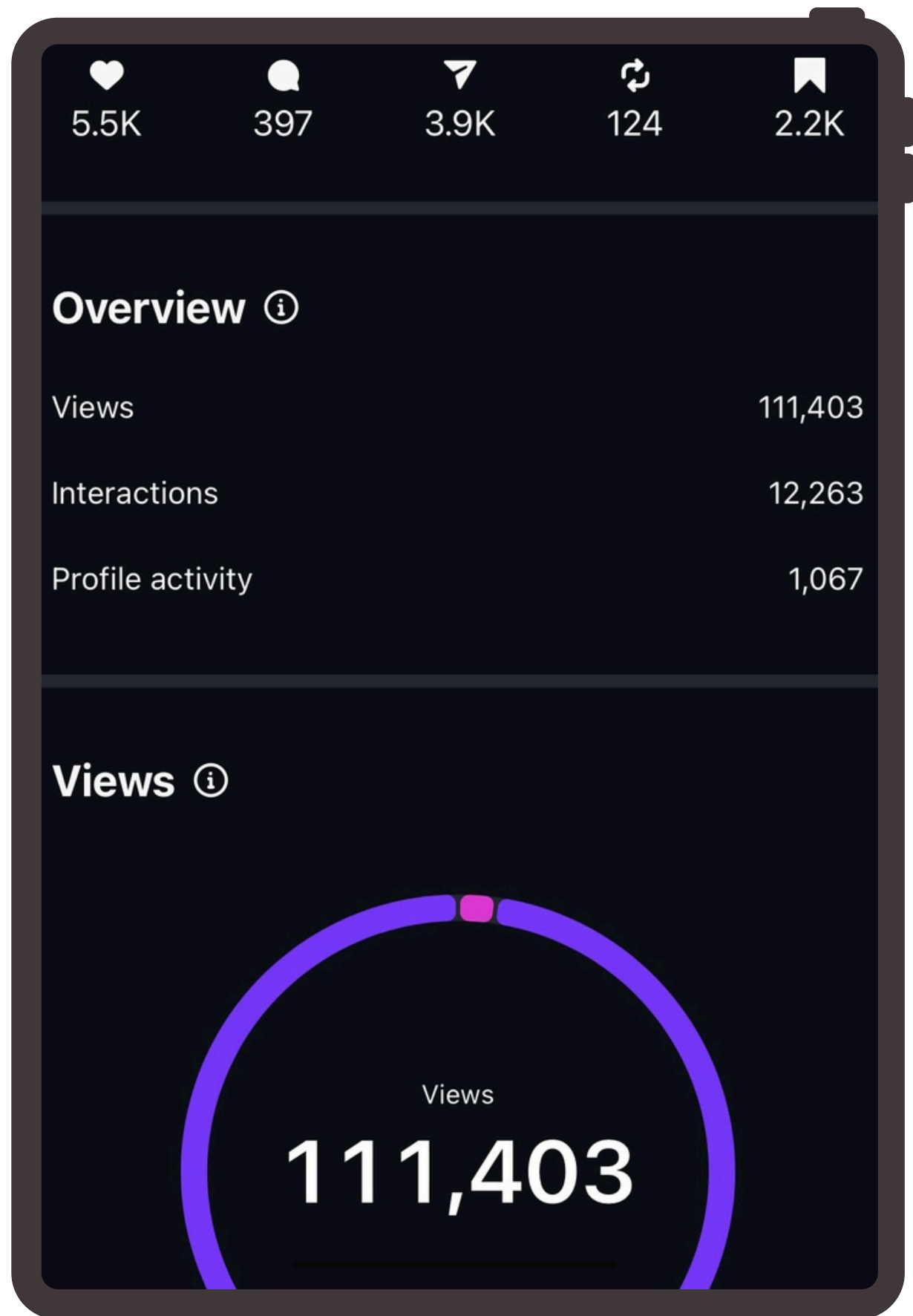
CASE STUDY 01

ORGANIC GROWTH & ALGORITHM

Engineered high-value, highly-saveable travel guides. By optimizing visual storytelling for 'Saves' and 'Shares', this carousel format successfully captured audience attention without any ad spend.

HACKING THE ALGORITHM





111K ORGANIC REACH

The results proved a deep understanding of the 2026 social media algorithm. The post achieved over 111,000 organic views, driving 3.9K shares and 2.2K saves, converting casual scrollers into highly engaged community members.

THE ANATOMY OF A 111K CAROUSEL

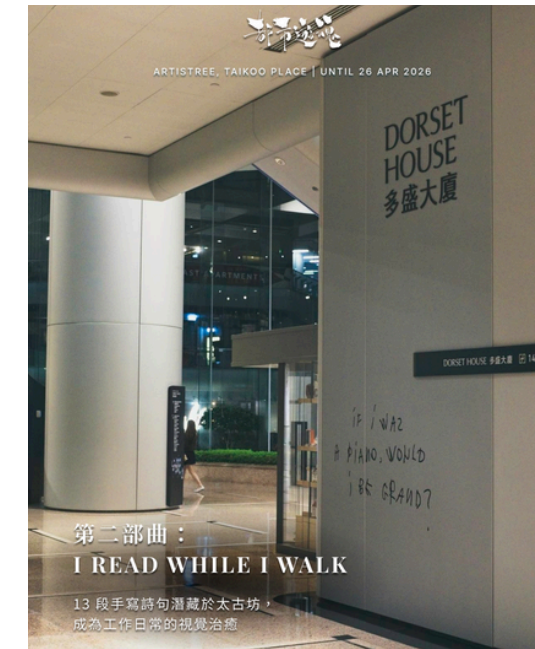
A slide-by-slide breakdown of how visual contrast, storytelling, and interaction drove massive engagement.



01. The Immersive Hook



02. Visual Contrast



03. Architectural Pacing



04. Cinematic Transition



05. Spatial Storytelling



06. The Ritual Interaction



07. Emotional Resonance



08. High-Converting CTA

FROM VIRAL TO VIABLE

Sustained Strategic Impact (Excluding the 111K Outlier)



8.6X

BASELINE REACH

Average organic views increased from ~700 to consistently over 6,000.



100+

HIGH-VALUE CONVERSIONS

Averaging over 100 saves and shares per post, driving deep community engagement.



100%

SUCCESS RATE

Every single post utilizing the new framework outperformed all historical baseline records.

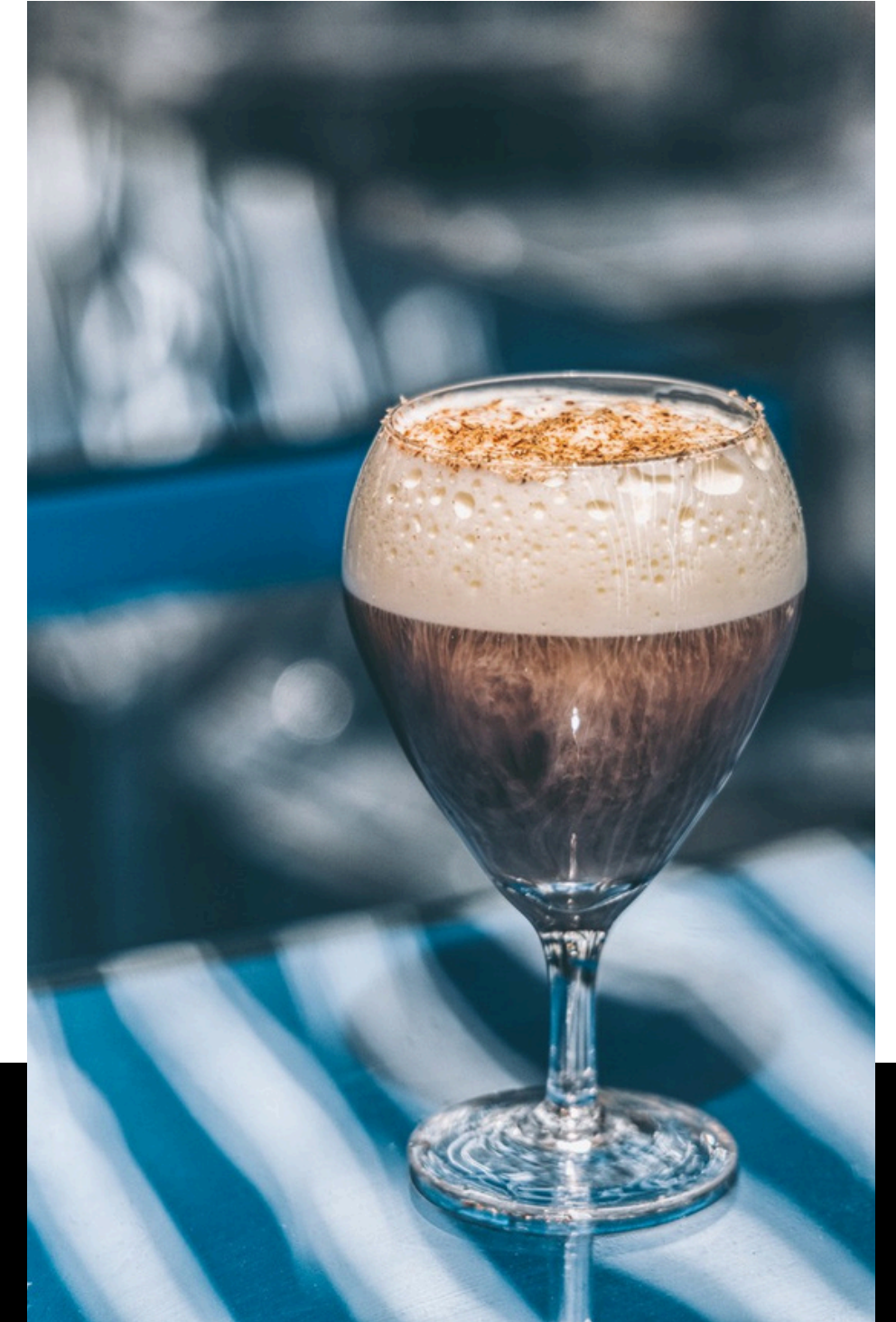


CASE STUDY 02

F&B VISUAL STORYTELLING

SELLING THE VIBE

In the highly competitive F&B sector, customers consume with their eyes first. My approach goes beyond traditional food photography; I capture the ambiance, the craftsmanship, and the lifestyle. This visual-first strategy consistently drives social sharing and physical foot traffic for dining brands.



SELLING THE VIBE, NOT JUST THE FOOD



VERSATILITY & ADAPTATION

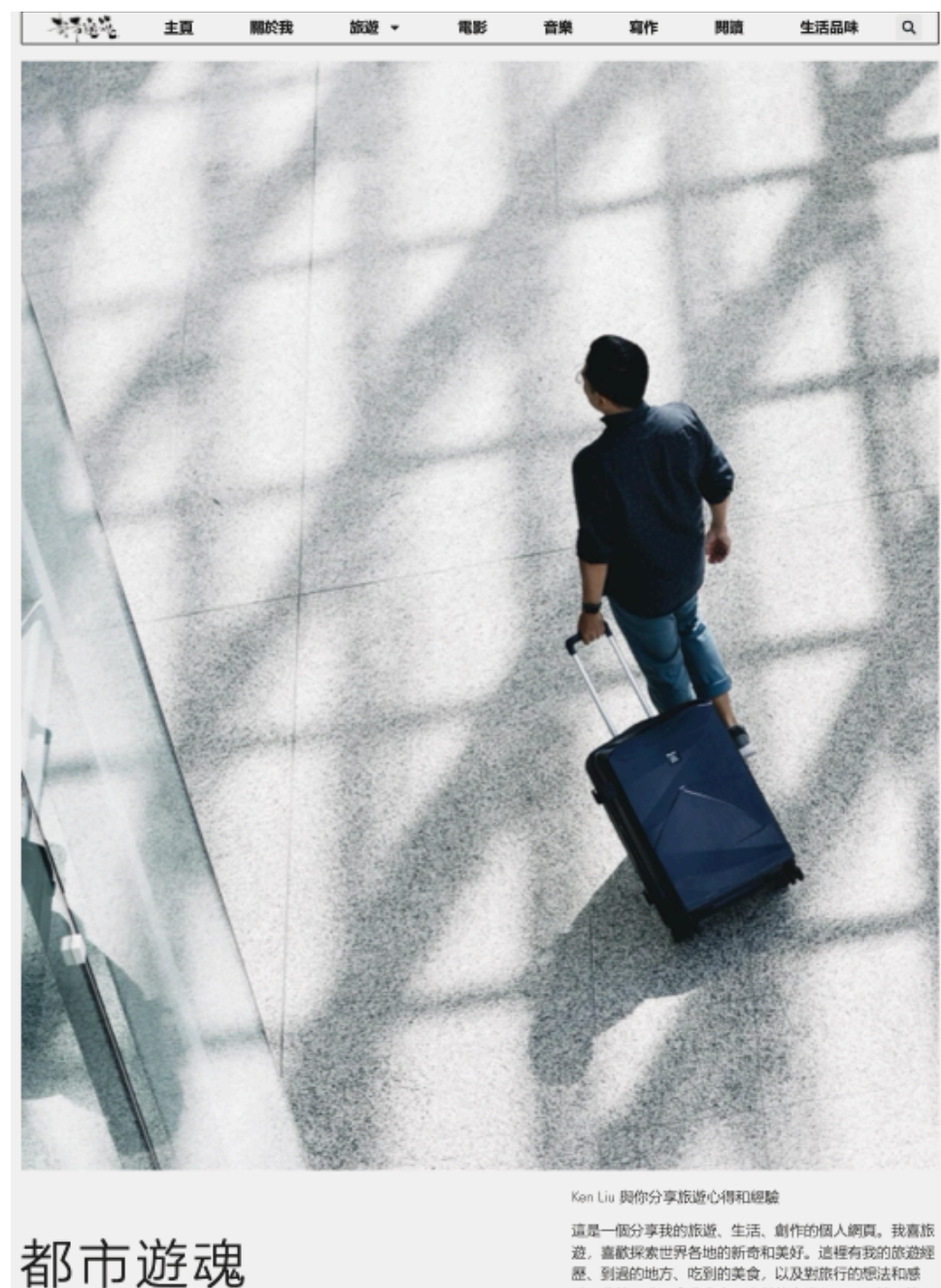
From the authentic culinary appeal of Duckee and the artisanal mixology of Magnolia Lab, to the luxurious high-altitude ambiance of the Sheraton Hotel. I adapt my visual narratives and styling techniques to perfectly align with each brand's unique market positioning.

A woman in red samurai armor with antlers on her helmet, standing in front of a stone wall.

ECOSYSTEM

A man in blue samurai armor with a white star on his helmet, standing in front of a stone wall.

BRAND BUILDING & PARTNERSHIPS



SEO & DIGITAL PUBLISHING

Managing a comprehensive WordPress platform with SEO-optimized travel guides and lifestyle articles, driving consistent organic search traffic.



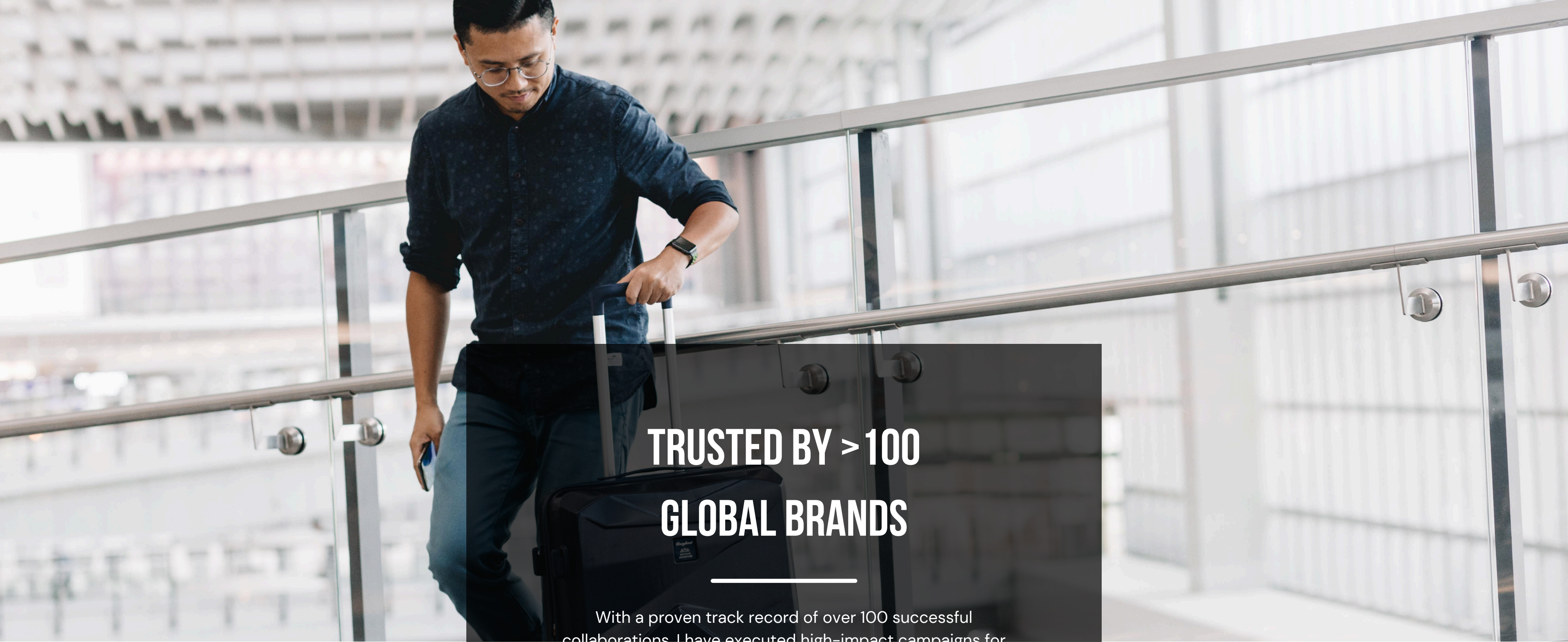
LONG-FORM VIDEOGRAPHY

Directing, shooting, and editing high-retention travel documentaries and vlogs, engaging audiences with immersive visual storytelling.



ON-CAMERA HOSTING

Partnering with global brands and local organizations as a charismatic on-camera host, translating marketing messages into authentic content.



TRUSTED BY >100 GLOBAL BRANDS

With a proven track record of over 100 successful collaborations, I have executed high-impact campaigns for National Tourism Boards (including JNTO and Macau Tourism) and international airlines (HK Airlines, HK Express). From authoring official travel e-books to directing multinational video campaigns, I deliver measurable commercial value.

CORE COMPETENCIES



Visual Production



Content Strategy



SEO Copywriting



On-Camera Hosting

READY TO ELEVATE YOUR BRAND?

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