

## Experience Summary

Connections Unlimited (January 2000 to present)  
 heartbeat (October 2001 to present)  
 Asia Broadcast Industry Projects (1995 - 1999)  
 HK Marketing Communications Projects (1992 - 1994)  
 Canadian Projects (1984 - 1992)

## Connections Unlimited

January 2000 to present (Hong Kong)

### Founder/Director

- Marketing Consulting Services : brand strategies, promotions, materials, newsletters, events, research
- Integrated strategic communications for client, customer & employee relationships
- Cross-cultural training across private and public sector industries
- Internal/external communications strategies and programs
- Creative, corporate and promotional copywriting
- Consumer and trade/industry media relations

### Founder/Publisher - heartbeat (www.heartbeat.com.hk)

- Weekly email newsletter (1,890+ subscribers)
- Natural Contax Database (2,342 verified records)
- Natural Hong Kong lifestyle directory (circulation 10,000+ per edition)
- Integrated natural lifestyle information website (average 80,000 hits per month)
- Social, business, and educational networking events (704 Facebook contacts for heartbeat)

### Clients

*Rebound Internet Services* : Website and newsletter copywriting  
*DT (HK) Ltd* : Consulting to launch Edible Arrangements franchise in local HK market  
*AW Lake Spa Consulting Pte Ltd* : Consulting to generate B2B and consumer media exposure  
*Golf Hideaway* : Consulting to support launch of indoor driving range and member club  
*The Reconnection* : Coordinate news conference for Dr. Eric Pearl in Hong Kong  
*Christina Noble Children's Foundation* : Pro-bono consulting for awareness & fundraising  
*BlueInc Media (HK) Ltd* : Feature articles for AsiaSpa (regular contributor)  
*China Business Consultants* : Marketing Strategy and Plan for new business launch  
*PC Image Consulting* : Copywriting for new corporate website  
*Sacred World Journeys* : Copywriting for new corporate website  
*Euromoney Yearbooks*: market research and leads generation for Asia Pacific Capital Markets Handbook  
*Asia Digital Marketing Association*: exclusive ad sales rep for annual yearbook launch; (project sales HK\$340,860)  
*EventClicks* : copywriting for new website, sales collaterals and media releases announcing new owners  
*Hong Kong Polytechnic University*: project manager for construction of new CyberPort digital media facility  
*Conrad Hong Kong* : copywriting for monthly promotional email newsletter  
*HeliAds* : Sales/ Marketing/PR launch for helicopter-towed banner advertising (project sales HK\$830,000)  
 - media coverage : Ming Pao with photo, SCMP with photo, Media Magazine, TVB Money Magazine  
*Bid For A Bachelor* : Project Manager on volunteer team for charity auction (raised HK\$230,000)  
 - media coverage : ½ hour program TVB Pearl Report, SCMP, HK standard  
 - media coverage : SCMP Sunday Post 2/3 page article (page 3) with photo; CitySeen with photo  
*Tandberg Television* : Localize technical media releases; attend regional tradeshow; media relations  
 - media coverage : industry trade interviews, Singapore & Beijing Trade Shows  
*HTC (China) Ltd* : Project Manager for Neale Donald Walsh weekend seminar  
 - media coverage : SCMP full page article with photo  
*Success Resources* - Hong Kong promotions for Anthony Robbins 3-day Seminar (102 weekend tickets sold)  
*Kublais Kahn II* : Fundraising for German voyagers retracing Marco Polo's route  
*Intercultural Exchanges Limited* : Interactive team motivation training program  
*A Taste of Hong Kong* : promotional dining vouchers book  
*Penton Media Ltd* : Commission to write article for trade journal on nutraceuticals in China  
*The Conference Board* : Project Director, Asia Regional Conferences  
*Creation Ltd* : Develop, launch and publish The Source lifestyle magazine  
*FutureStep (HK) Ltd / Korn Ferry* : Designed candidate acquisition/retention program  
*Internet World Asia* : Seminar moderator  
*ACNielsen* : AdForum Production and marketing assistance  
*SportsNetGlobal.com* : Advertising & sponsorship revenue strategy

### Professional Media Coverage

- RTHK Radio Interviews (March 2005, March 2009)
- SCMP "Almost Famous" feature article (April 2003)

## Employment History

### Cable & Satellite Broadcasting Association of Asia (CASBAA)

Sept 98 - Dec 99 (Hong Kong)

#### Director of Membership & Committee Affairs

- Promoted membership to international television industry (US\$20,000 new memberships)
- Developed website and member relations materials (email newsletter, directory)
- Organized board meetings, committee meetings, regional exhibition participation
- Supported annual convention, membership participation and sponsorship sales
- Developed marketing communications materials, designed membership database
- Trade media relations organizing interviews for board members and handling sensitive industry issues
- Members : Turner, BBC, Discovery, PWC, National Geographic, Star TV, PCCW, Disney, HBO, Sony, etc.

#### Project Manager

- Regional Advertising Seminars : Created, designed and managed both events (Hong Kong & Singapore)
- Annual Convention : production support (Hong Kong '97, Singapore '98)
- Breakfast with Ted Turner : Project Manager (Hong Kong)
- China Cable Operators Summit : Project Manager (Beijing)

### Bang Productions Limited

Nov 97 - Aug 98 (Hong Kong)

#### International Marketing Director

- Sales and marketing for television documentaries (US\$221,000)
- Developed and produced marketing and product packaging materials
- Relationships with international television program buyers and distributors
- Television ad barter sponsorship proposals for co-branding across Asia
- Attended : MIPAsia'97 '98, MIPTV'98, FilmArt '98 and MarCom Asia '98

### Morgan & Banks Limited (acquired by TMP Worldwide/Hudson)

Sept 96 - Nov 97 (Hong Kong)

#### Executive Search Consultant

- Asia regional broadcasting specialist
- Business development, sales and placement
- Contracted to establish presence in Asia broadcasting industry
- Feature article in Advertising & Marketing Magazine (*Jobs for the Boys*)
- Q1 revenue US\$35,000; increased to US\$100,000 in Q4

### Cornerstone Associates Ltd (acquired by Kagan / Media Partners Asia)

March - July 96 (Hong Kong)

#### Advertising Sales and Marketing Director

- Concept and strategy and ad sales for Asia Cable & Satellite Directory (US\$200,000)
- Marketing materials, contact management systems, trade media relations, news releases

### Pouvoirs de la Terre

July 1994 - Dec 1996 (Europe &amp; Asia)

#### Sales and Marketing Manager

- Jewelry sourcing, product & package design, translation, sales
- catalogue production and wholesale/retail sales in Asia and Europe

### Jimmy's Kitchen Group Limited (acquired by Epicurean Group)

Oct 92 - July 94 (Hong Kong)

#### Marketing Communications Director

- Established marketing communications department (US\$1.9 million budget)
- Promotions, newsletter, fax service, surveys and special events, media relations
- Achieved year-on-year sales increase of 25% over 7 business units
- Re-designed and expanded database by 430% to 13,000 qualified records
- Opening events for Jimmy's Sports Bar & Grill at Hong Kong Stadium

### Laykin Communications

June - Oct 92 (Hong Kong)

#### Account Director

- Hongkong Telecom - Retail PR and ISO9002 media release
- Levis Strauss (FE) Ltd - Retail PR and shop opening launch events

## Canadian Work Experience / Projects

1984-1992 (Canada)

Ontario Credit Union (collections letters and database set-up)  
Playwrights' Workshop Montreal (marketing); Centaur Theatre Montreal (fundraising)  
Fringe Theatre Festival (inaugural management team / communications)  
25th Street Theatre (sponsorship, marketing & public relations)  
Keyano Theatre (public relations & marketing)  
Fort McMurray Catholic Board of Education (communications director)  
Saskatoon Exhibition (promotions coordinator)  
Alberta Nutrition at Schools Program (school program director)  
Alberta Alcohol & Drug Abuse Commission (materials development)  
Saskatchewan 4-H Youth Program (regional program director)

## Education

1980-84 : University of Saskatchewan (self-financed)  
Bachelor of Science in Home Economics - Consumer Studies Major

## Membership & Activities (current and previous)

Living Islands Movement (Executive Committee 2007)  
Clear the Air (Executive Committee 2007)  
Women in Publishing  
Women Business Owner's Club (Roundtable Coordinator 2008)  
Earthday - Hong Kong (Steering Committee 2002)  
Cable & Satellite Broadcasting Association of Asia (Conference Committee 1996/7)  
American Chamber of Commerce in HK (Communications Committee 1992)  
Canadian Chamber of Commerce in Hong Kong (Founding Entrepreneurs' Committee, 1993)  
Canadian Club of Hong Kong (Executive Committee, 1992)  
International Association of Business Communicators (Membership Committee 1993)

## Personal

*Interests* : nature, writing, traveling, design, entertaining, photography  
*Community* : active supporter of natural products, services and programs

Immigration Status : Hong Kong Permanent Resident