

**Profile** (Hong Kong Permanent Resident available on contract)

- Qualified media and communications specialist with BSc (Consumer Studies) from established Canadian University
- Senior level experience in commercial and social organizations in a wide variety of roles in Canada and Hong Kong
- Experience planning and integrating traditional and digital marketing communications strategies and programs
- Enjoys a challenge and proactive in seeking opportunities to fully utilize and build on existing skills
- Highly skilled all-rounder and community builder with practical hands-on approach

**Specialist Areas**

Community Building	Content Development	Digital/Email Marketing	Website Design
Corporate Communications	Media Relations	Publicity	Sponsorship
Business Development	Executive Recruitment	Sales Promotions	Media Plans
Social Media Strategies	Event Management	Training/Workshops	Presentations
Publication Design	Document Design/Editing	Writing	Publishing

**Industries**

Media Production	Telecommunications	Broadcasting	Finance
Education	Logistics	Food & Beverage	Trade Publishing
Internet Start-up	Public Relations	Outdoor Media	Retail / FMCG
Youth Leadership	Professional Theatre	Gifts & Premiums	Health & Wellness
Natural Products	Fashion Jewelry	Corporate Training	
Public Sector	Event Management		

**Publications**

2007-2008 - AsiaSpa Magazine (BluInc Media)	Features : Eco-Awareness, Yoga 101, Walking the Talk
April 2008 - Parenting Magazine (PPP Company)	Columns : Aging, Resolutions, Green Tips, Spiritual Life, Exercise, Stress
Mar 2003, Feb 2005 – Publisher	Water Wise (Feature)
May 2002 - Penton Media Ltd	The Hong Kong Natural Life Directory
May 2002 - The Source (Creation Ltd)	Chinese Medicine Enjoying Good Health (Feature)
	The Dating Game (Feature)

**Education**

Bachelor of Science in Consumer Studies at University of Saskatchewan (self-financed)	1980-1984
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**Experience Highlights**

May 2011 – Jul 2011	HK	Association for Sustainable Finance in Asia	10 <sup>th</sup> Anniversary Conference
Oct 2009 – Jan 2011	HK	DT (HK) Ltd	Edible Arrangements Launch
Feb 2008 – Apr 2008	HK	Asia Digital Marketing Association	ADMA Yearbook Ad Sales Launch
May 2005 – Oct 2005	HK	Hong Kong Polytechnic University	Multimedia Innovation Centre
May 2004 – Dec 2004	HK	HeliAds	Launch of Helicopter Banner Advertising
March 2003	HK	The Hong Kong Natural Life Directory	Founder & Publisher
Sept 1998 – Dec 1999	HK	Cable & Satellite Broadcasting Association of Asia	Membership, Events, Committees
Sept 1996 – Nov 1997	HK	Hudson (Morgan & Banks)	Create Regional Broadcast Media Division
May 1995 – July 1995	HK	Cornerstone Associates (MPA)	Asia-Pacific Television Directory (First Edition)
May 1991 - Aug 1991	Canada	Fringe Theatre Festival	Launch Marketing and Development
Sept 1987 – June 1988	Canada	Fort McMurray Catholic Board of Education	Communications Director
May 1984 – Sept 1985	Canada	Government of Saskatchewan - 4-H Program	Youth Leadership Coordinator

**Career Summary**

May 2011 – Jul 2011	HK	Assoc for Sustainable Finance in Asia	Contract – 10 <sup>th</sup> Anniversary Conference Support
Oct 2010 – present	HK	Freedom Coaching (Glynis Ferguson)	Contract - Business & Communications Services
Apr 2008 – Aug 2008	HK	Euromoney Yearbooks	Project – Ad Sales for Asia Pacific Capital Markets Handbook
Feb 2008 – Apr 2008	HK	Asia Digital Marketing Association	Contract - Launch Ad Sales for ADMA Yearbook
Jun 2007 – Aug 2010	HK	Rebound Internet Services	Contract – Write Website and Newsletter Content
Oct 2006 – Mar 2007	HK	Conrad Hong Kong	Copywriter – Monthly Promotions Newsletter
Mar 2006 – Jun 2007	HK	MCI Group (EventClicks)	Contract – Write/Edit Sales & Marketing Materials
May 2005 – Oct 2005	HK	Hong Kong Polytechnic University	Project Manager – Multimedia Innovation Centre
May 2004 – Dec 2004	HK	HeliAds	Contract – Launch Helicopter Banner Advertising
Jan 2003	HK	Intercultural Exchanges Limited	Training Consultant – Cross-cultural Team Building
Feb 2002 – Oct 2002	HK	Success Resources	HK Manager - Anthony Robbins Seminar (Singapore)
Aug 2001 – Dec 2001	HK	The Conference Board	Project Director – Asia Event Sponsorship
Nov 2000 – Mar 2001	HK	Creation Ltd	Publisher – Launch Lifestyle Magazine
Jun 2000 – Jul 2001	HK	Tandberg Television	Contract – Edit Trade Communications
Jun 2000 – Oct 2000	HK	Korn Ferry (FutureStep (HK) Ltd)	Contract – Develop Candidate Retention Program
May 2000 – Jul 2000	HK	SportsNetGlobal	Consultant – Sports Portal Internet Start-up
Sep 1998 – Dec 1999	HK	Cable & Satellite Broadcasting Association of Asia	Membership & Committee Affairs
Dec 1997 – Aug 1998	HK	Bang Productions (Discovery Networks)	International Sales & Marketing Director
Sep 1996 – Nov 1997	HK	Hudson (Morgan & Banks)	Executive Search Consultant
May 1995 – Jul 1995	HK	Cornerstone Associates (MPA)	Regional Ad Sales – CASBAA Directory (First Edition)
Oct 1992 – Jul 1994	HK	Jimmy's Kitchen Group	Marketing Communications Director
Aug 1992 – Sep 1992	HK	Laykin Communications	Account Director – PCCW, Levis
Jan 1992 – May 1992	Canada	Ontario Credit Union (MasterCard)	Consultant – Collections Process
Nov 1991 – Jan 1992	Canada	Hellmann Logistics (Benair)	Consultant – Customer Service Materials
Oct 1991	Canada	Centaur Theatre Montreal	Project Manager – Corporate Fundraising
Sep 1991	Canada	Playwrights' Workshop Montreal	Manager – Marketing Communications
Aug 1991	Canada	Fringe Theatre Festival	Inaugural Team Member in charge of Marketing
Sep 1989 – Aug 1990	Canada	25th Street Theatre	Marketing Director
Sep 1988 – Jun 1989	Canada	Keyano Theatre	Director – Marketing Communications
Sep 1987 – Jun 1988	Canada	Fort McMurray Catholic Board of Education	Communications Director
Apr 1987 – Jun 1987	Canada	Alberta Alcohol & Drug Abuse Commission	Editor - Peer Support Program Materials
May 1986 – Aug 1986	Canada	Saskatoon Exhibition	Promotions Coordinator
May 1984 – Sept 1985	Canada	Government of Saskatchewan	Regional 4-H Coordinator

**Conferences**

Presenter (Digital Integration) at Asia Business Forum Digital Marketing Conference in Hong Kong (2008)

Presenter (Marketing to Start your own Business) at WBOC Seminar in Hong Kong (2007)

Moderator at Internet World Asia in Hong Kong (2000)

**Membership & Activities**

Heartbeat (Community Information Services 2001-present)

Christina Noble Children's Foundation (Communications Support 2010)

Living Islands Movement (Executive Committee 2007)

Clear the Air (Executive Committee 2007)

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)

**Career History**

**Association for Sustainable & Responsible Investing in Asia, Hong Kong (ASrIA)** **May 2011 to July 2011**

- Advised on media sponsorship; reviewed sponsorship proposals
- Developed ticketing sales and pricing strategy and promotional materials
- Advised on venue negotiations, association partnerships and co-branding promotions

Results : Successfully introduced awards dinner venue sponsor (The Four Seasons) and event planner

**DT (HK) Ltd, Hong Kong (Edible Arrangements)** **October 2009 to January 2011**

- Developed marketing strategy and communications plan
- Prepared media plan and negotiated contracts for pre-launch print advertising campaign

**Hong Kong Polytechnic University, Hong Kong** **May 2005 to October 2005**

- Project Manager for building of Multimedia Innovation Centre at Cyberport
- Researched requirements, managed design and planned building works for building site
- Coordinated content for website, marketing materials, course outlines and promotional activities

Results : Open-plan design received positive feedback and comments from senior staff and commercial partners

**HeliAds, Hong Kong** **May 2004 to December 2004**

- Worked with founder to launch helicopter banner advertising in Hong Kong harbour
- Performed cost analysis and market research to determine profit margins and set advertising rates
- Developed and wrote sales and marketing content for website, sales collaterals and presentation materials
- Presented the new outdoor media platforms to advertising agencies, media buyers and corporate clients
- Wrote and distributed news release to generate media coverage during inaugural commercial flight

Results : Landed HK\$1 million contract for Henderson Land; achieved print exposure in local consumer and trade press

**Asia Digital Marketing Association, Hong Kong (ADMA)** **February 2008 to April 2008**

- Introduced membership/ad packages to generate revenue
- Set rates and developed media kit to launch print advertising sales
- Designed and wrote email promotional campaign to attract advertisers
- Approached, presented and negotiated contracts with regional digital businesses

Clients : eBay, McCann Worldgroup, USA TODAY, Yahoo! Asia, Adobe, Time Inc, Fortune

Results : Achieved US\$43,700 in 6 weeks of sales activities

**Euromoney Yearbooks UK, Hong Kong** **April 2008 to August 2008**

- Asia sales representative for first edition of the Asia Pacific Capital Markets Handbook
- Developed materials and pitched editorial/display advertising packages to senior finance executives

**Organic Express Unlimited, Hong Kong** **July 2007 to December 2007**

- Review and edit customer service materials for newly launched organic food delivery business
- Prepare marketing communications strategy for business development and revenue generation

**MCI Group, Hong Kong (EventClicks)** **March 2006 to June 2007**

- Wrote content for sales collaterals and website and news release to launch new website
- Provided feedback on sales and marketing materials, cleaned up publicity database, identified internet listing opportunities

**Success Resources, Hong Kong** **February 2002 to October 2002**

- Developed promotions strategy to sell tickets in Hong Kong for Anthony Robbins seminar in Singapore
- Negotiated travel package including hotel accommodation and airline tickets to facilitate ticket sales
- Organized and promoted series of promotional events to attract prospective buyers and generate sales

Results : Attracted 102 participants from Hong Kong for the 2-day seminar

**Creation Ltd, Hong Kong****November 2000 to March 2001**

- Re-designed lifestyle publication and re-branded for launch
- Supervised editor and designer, managed production and distribution, developed and sold advertising packages

Results : Published 3 issues

**Korn Ferry (FutureStep (HK) Ltd)****June 2000 to October 2000**

- Developed candidate retention program for executive recruitment start-up
- Prepared value-added information services to maintain candidate interest for consultants
- Designed contact management process to deliver career and job-hunting advice to prospective candidates

**Tandberg Television****June 2000 to July 2001**

- Wrote trade news releases for digital communications equipment supplier
- Coordinated trade interviews and media coverage at Beijing Cable Summit
- Conducted market research and provided market intelligence on China cable market

**SportsNetGlobal****May 2000 to July 2000**

- Developed advertising and sponsorship strategy for sports portal internet start-up
- Identified revenue streams and calculated revenue projections for national, regional and global markets
- Created sponsorship products and sales packages for presentation to advertisers and sports management companies

**Cable & Satellite Broadcasting Association of Asia, Hong Kong (CASBAA)****September 1998 to December 1999**

- Promoted trade membership to international television industry
- Organized board meetings, committee meetings, regional exhibition participation
- Developed website and member relations materials (email newsletter, directory)
- Trade media relations organizing interviews for board members and handling sensitive industry issues
- Developed marketing communications materials, designed membership database, negotiated sponsorships

Results : US\$20,000 new membership sales

Members : Turner Broadcasting, BBC, Discovery Networks, PWC, National Geographic, STAR TV, PCCW, Disney, HBO, Sony

Project Manager : Ad Seminars (HK &amp; Singapore); Breakfast with Ted Turner (HK); China Cable Operators Summit (Beijing)

Production Support : Annual Industry Conference (Hong Kong '97, Singapore '98)

**Bang Productions Limited, Hong Kong****November 1997 to August 1998**

- Developed and produced in-house marketing and product packaging materials
- Relationships with international television program buyers and distributors
- International Licensing for documentary programming commissioned by Discovery Networks
- Television ad barter sponsorship proposals for co-branding across Asia
- Managed relationships with international television program buyers and distributors

Attendance : MIPAsia '97 '98, MIPTV'98 (Cannes), FilmArt '98 and MarCom Asia '98

Publicity : Coverage in MIPTV'98 Cannes dailies with Discovery Channel Senior Executives

Results : annual sales of US\$221,000

**Morgan & Banks Limited, Hong Kong (acquired by Hudson)****September 1996 to November 1997**

- Business development for Asia broadcasting industry
  - Asia media specialist responsible for sales and candidate placement
- Results : Q1 revenue US\$35,000; increased to US\$100,000 in Q4 in first year
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- Clients : Sony Entertainment Television, CNBC, MTV, Disney Television, STAR TV

**Cornerstone Associates Ltd, Hong Kong (acquired by Kagan / Media Partners Asia)****March to July 1996**

- Concept and strategy and ad sales for Asia Cable & Satellite Directory
- Managed trade media relations, issued news releases
- Advised on the development of Asia Cable & Satellite World magazine

Results : Advertising Revenue US\$200,000

Clients : Media Development Authority, CNN, CNBC, HBO, E! Entertainment Television, STAR TV

## **Pouvoirs de la Terre, France**

**July 1994 to December 1996**

- Jewelry sourcing, product & package design, translation, sales, trade shows
  - catalogue production and wholesale/retail sales in Asia and Europe
- Publicity : Article with photo in Queenstown newspaper  
Results : US\$20,000 retail market sales in 4 months

## **Jimmy's Kitchen Group Limited, Hong Kong (acquired by Epicurean Group)**

**October 1992 to July 1994**

- Established marketing communications department
  - Established relationships with retail and trade media
  - Managed efficiencies for US\$1.9 million annual budget
  - Introduced quarterly newsletter for restaurant patrons
  - Coordinated Promotions, fax service, surveys and special events,
- Results : Annual sales increase of 25% over 7 business units; expanded database by 430% to 13,000  
Project : Opening and launch events of Jimmy's Sports Bar & Grill at Hong Kong Stadium

## **Laykin Communications, Hong Kong**

**June to October 1992**

- Wrote news releases, organized events and arranged photo shoots
- Accounts : Hongkong Telecom (PCCW), Levis Strauss (FE) Ltd  
Projects : HKT ISO9002 news release, first global retail shop opening for Levis  
Results : product photo coverage for Levis in all major Chinese and English press

## **Canadian Arts Projects, Saskatoon and Montreal**

**September 1988 to March 1991**

- Managed communications for professional theatre, music performances and festivals
  - Developed marketing, sales and public relations strategies and fundraising activities
  - Produced brochures, posters, programmes and advertising materials
  - Negotiated corporate sponsorship contracts
- Organizations : 25th Street Theatre, Playwrights' Workshop Montreal, Centaur Theatre Montreal, Montreal Fringe Festival  
Results : 10,000 paid patrons for the Inaugural 5-day Saskatoon Fringe Festival in 1990 with 12 weeks planning

## **Keyano College Theatre, Alberta**

**September 1988 to July 1989**

- Managed marketing and publicity for professional artists and community theatre company
  - Produced event brochures and programmes in-house using first generation Apple computer
- Artists : Royal Winnipeg Ballet, Edmonton Symphony Orchestra, Blue Rodeo, Valdy, Highway 101 (CMA award winners)

## **Fort McMurray Catholic Schools, Alberta**

**September 1987 to July 1988**

- Developed and managed internal and external communications program
  - Published staff newsletter, monthly news magazine and program information brochures
  - Edited and designed materials in-house using first generation desktop publishing system
  - Designed audio-visual presentations and organized special events for staff and students
- Results : Popular radio PSAs written and recorded by students, introduced student art corporate greeting cards

## **Government of Saskatchewan, Canada**

**May 1984 to July 1985**

- Coordinated activities and communications as Northwest Regional Manager for Saskatchewan 4-H Program
  - Directed summer youth camping programs for members age 10-12 and supervised counselors age 15-16
- Results : Introduced volunteer job descriptions, recruited local members to assist with administrative support  
Projects : Developed and presented ½ hour TV program; Chaperoned leaders for Leadership Development Program in USA

## **Other Consulting Projects (continued on next page)**

- 2010 - Speech Writing for Red Edge marketing agency
- 2010 - New Business Plan for Sophie Tse's local retail shop
- 2010 - Sales & Marketing for Milton Lake Lodge fly-in fishing operator
- 2009 - HK Media Launch Event for The Reconnection (Dr Eric Pearl) training
- 2008 - Trade Sales & Marketing brainstorming session for Sapphire International cotton manufacturer

2008 - Business Plan Development for China Business Consulting Ltd  
2008 - Sales & Marketing Advisory for Lifestyle Fitness sports gym  
2008 - Website Content for PC Image consultancy  
2007 - Web Content & Marketing for 3dom / Sacred World Journeys training and coaching business  
2007 - Email Marketing for Corporate Adventures training company  
2006 – Hong Kong Product Launch Event for Paua Group (South China Cosmetics)  
2006 – Publicity for The Art of Living in Hong Kong  
2005 - Business Development Strategy & Marketing Materials for InteliBuild Ltd 3D industrial design  
2003-4 - Project Manager for Humanity's Team Centre (China) Ltd (Neale Donald Walsh Seminar)  
2003 – Fundraising for Kublais Kahn II Adventure Team retracing Marco Polo's journey from China to Europe  
2003 - Business, Sales & Marketing Consulting for Out of The Box offering Edward de Bono programs  
2003 – Sales Promotions for Transworld Consultants representing Daniel Kertcher training seminars  
2003 - Marketing & sales strategy and materials for launch of Taste HK discount dining book  
2003 - Marketing strategy and materials for launch of Mark Karlsson coaching business  
2003 - Marketing & business strategy and materials for launch Magical Life coaching business  
2002 - Marketing strategy and materials for launch of Silver Lining coaching business  
2002 - Marketing strategy and materials for launch of MJ Consulting coaching business  
2001 - Moderator for Internet World Asia Conference  
2001 - Production and marketing advisory for ACNielsen AdForum  
2000 - Web Content Development for Dots & Loops  
2000 - Online Ticketing for Internet Start-up by Groove Street Interactive  
1992 - Coordinated media relations and produced souvenir programme for Inaugural Ice Hockey Tournament in Hong Kong  
1992 - Programmed computerized communications system for Ontario Credit Union Mastercard collections  
1987 - Tax Consultant for H&R Block in Canada  
1986 - Nutrition at Schools Program Coordinator for Government of Alberta