

# Margot Cheung

E-mail: [margot.cheung@gmail.com](mailto:margot.cheung@gmail.com)    GitHub: [margotmch.github.io](https://github.com/margotmch)

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## **Academic Qualifications**

### **University of Stavanger, Norway (Aug 2017 – Jul 2020)**

- Master of Social Science in Energy, Environment and Society
- Thesis topic: *The Potential and Challenges of Solar Photovoltaic in Norway - A Multi-Level Perspective Study on the Transition of Electricity Production Market in Norway*
- Student Project: Carbon accounting for business travels (Apr 2019 – Present)
  - Increases companies' awareness of how much Co2 has emitted in business travels in order to actively seek for carbon offsetting solutions

### **Bangor University, United Kingdom (2011 – 2013)**

- Bachelor in Business Studies and Marketing – Upper Second Class Honour
- Dissertation Distinction - Topic: *"The Influence of Service Quality on Customer Satisfaction and Loyalty: An Empirical Study of Consumer Perceptions of Supermarkets in the UK"*

### **Kiel University of Applied Sciences, Germany (Mar – Jun 2012)**

- Completed a group marketing and engineering design project in partnership with a high rope park
- Served as a lead marketing role to launch a package of marketing campaign strategies
- Reported by the local media, Kieler Nachrichten, and achieved an "A Grade" in the final result

## **Full Time Work Experience**

### **Social Compliance Auditor - Social Compliance Service Asia Limited, Hong Kong (Nov 2015 – Jun 2017)**

- Developed an audit report template with MS Excel using conditional formulas
- Conducted on-site ethical trade audits and off-site surveillance over 100 different factories in Asia on behalf of NGOs and global brands from various industries, e.g., electrical appliances, household items and apparel
- Performed due diligence on aspects of workers' rights, workplace security and environmental health & safety
- Analysed potential risks to determine root causes and reported to stakeholders
- Advised possible corrective action plans for sustainable improvements

### **Corporate Responsibility Assistant - ALDI Services Asia Limited, Hong Kong (May – Nov 2015)**

- Analysed the risk of suppliers and factories base per audits reports and assessment results
- Cooperated with service providers, e.g., third party audit firms to ensure standards of operations
- Followed up with the enquiries from the headquarter regarding the audit results

**Key Account Administrator** - Tchibo Merchandising Hong Kong LP (Jan 2014 – Apr 2015)

- Expanded the business network by meeting and following up with vendors at exhibitions
- Explored innovative ideas and trends for creative product development

**Part Time Work Experience**

- **Bartender** – Grata Personal AS, Norway (Oct 2019 – Present)
- **Sales Associate** – Audhild Viken AS, Norway (May 2018 – Present)
- **Tour Guide** – Self-employed, Hong Kong (2014 – 2017)
- **Swimming Coach** – Self-employed, Hong Kong (2011 – 2017)

**Volunteer Experience**

- **Logistics Lead** – Techstars Startup Weekend, Norway (Nov 2019 – Present)
  - Manage the logistics team to organize a 54-hour event which to be held in Aug 2020 that brings industry practitioners from all domains to create business ideas
- **Member and Volunteer** – Hong Kong Red Cross (1999 – Present)
  - Organize and participate in a variety of activities such as first-aid duties, elderly visits, youth development programmes

**Extra-Curricular Activities**

- **Warden of Student Residences** - University of Stavanger, Norway (Aug 2017 – Dec 2017)
- **Innovation Hackathons**
  - **ECIU Creathon**, Netherlands (14-16 Sep 2018)  
Provided solutions for “Smarter Regional Development” in terms of digitalisation, urbanisation and climate change & sustainability
  - **Lofoten Sustainable Tourism Challenge**, Norway (19-21 Oct 2018)  
Designed sustainable solutions to improve the tourism industry
  - **Future Energy Hack**, Norway (15-17 Mar 2019)  
Addressed local environmental problems with innovative and sustainable solutions
  - **Green Challenge**, Denmark (27-28 Jun 2019)  
Presented the student project - Carbon accounting for business travels

**Language Proficiency:**

English (fluent) | Cantonese (Native) | Mandarin (Near Native) | Norwegian (Good)