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SKILLS

Budgeting
Corporate event planning
Customer service
Layout design
Photo editing
Presentation design
Project management
Social media strategy
Web content development
Volunteer management

TOOLS

Adobe Illustrator
Adobe InDesign
Cvent
Delphi
Hubspot
Microsoft Office
Salesforce
Swoogo
WordPress

REFERENCE

Stephanie Gadbois
Managing Director
Big picture Conferences Inc
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Hannah Pattison
Senior Event Manager
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MAGGIE WONG

PROJECT & EVENT MANAGER DIGITAL MARKETER

EXPERIENCE

DIGITAL MARKETING & EVENT COORDINATOR

Big Picture Conferences Inc, Toronto | Jan 2019 - Mar 2020

- Managed multiple events' social media accounts
- Created artwork and copy for social media postings, online and print ads
- Built, planned and executed social media marketing strategy
- Designed presentation layout and produced show slides
- Managed registration desk and volunteer team during events, including recruitment, mandating schedules, delegating responsibilities and ensuring professional conduct is maintained

ASSISTANT ACCOUNT MANAGER

Pico International Inc, Hong Kong | Jun 2015 - Jul 2018

- Managed and grew a roster of accounts across multiple segments, such as government, international and local corporates
- Built and maintained long-lasting relationship with clients
- Worked closely with in-house creative team to develop creative ideas
- Act as a project lead from concept development through production, to on-site execution and post show reporting. The process included but not limited to developing creative concepts, liaising with performers, preparing show documents, coordinating with all stakeholders, planning and managing timeline of the deliverables
- Managed external vendors such as electricians, production, audio visual technicians, etc. Established a good communication channel with the vendors for any updates on the project
- Sourced new vendors and established a reliable external resources data base
- Held briefings and provided project and event summary to key stakeholders
- Developed project/event budget plan and took the accountability of cost control and contract negotiations to maximize profits

EVENT SALES COORDINATOR

W Hotels, Hong Kong | May 2014 - Jun 2015

- Organize internal and external events (corporate, wedding, social and MICE) with various internal stakeholders
- Develop business analytics reports to support growth and strategy
- Handled guests' inquiries and provided the best available solutions

EDUCATION

Bachelor of Science with Honours in International Hotel and Tourism Management
University of Ulster, United Kingdom | 2010

Bachelor of Art in Hotel and Event Management
HTMI, Hotel and Tourism Management Institute, Switzerland | 2007

VOLUNTEERING

EXHIBITION ASSISTANT - ANTHROPOCENE
Art Gallery of Ontario | Sep - Dec 2018

MAGGIE WONG

PROJECT HIGHLIGHTS



Hotel Association of Canada National Conference | [in](#) #HAC2020
Canadian Hotel Investment Conference | [in](#) [ig](#) [f](#) #CHIC2020 @chiconf
Hotel Capital Connection | [in](#) #HC2019
Western Canadian Lodging Conference | [in](#) [ig](#) [f](#) [yt](#) #WCLC2019 @wclconference

I established the social media presence of the conferences listed above. The number of followers and the rate of impressions made had increased significantly. At WCLC2019, I launched an engagement campaign which attracted new delegates and generated sponsorship sales lead.

LANGUAGE

English - Fluent
Cantonese - Native
Mandarin - Fluent
French - Beginner

INTERESTS

Modern art
Sewing & dressmaking
Indie electronic music
City happenings

CONTACT

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Client: Airport Authority Hong Kong

Event: Technovation Conference, Nov 2016-17
Budget: ~130,000 CAD



Airport Authority Hong Kong organized the third Technovation Conference and Exhibition in 2017. The event invited various international airport officials and tech companies to showcase the latest technologies and potential solutions that optimized the passengers' experience in the aviation industry.

With the success of the previous event, relationship with the client was well maintained. I was responsible for the creative design concept, coordination with exhibitors, stage operation, guest check-in operation (800 pax in 30 mins), event setup and production of materials required.

Client: CLP Power Hong Kong Limited

Event: Power Quality Workshop Renovation, Aug16 – Jan17
Budget: ~300,000 CAD



CLP has been providing reliable electricity supply to customers in different sectors (Business, Residential and Public services) for over hundred years. In 2016, CLP renovated its Power Quality Workshop to illustrate the causes and impact of power quality issues, as well as demonstrating practical measures that customers may adopt to mitigate power quality problems.

I was responsible for project coordination with all stakeholders, to provide creative ideas on 3 games play and enhance users' experience and to prepare safety documents and control site team and ensure it is up to client's standard.

Client: Time Module | Seiko Instruments

Event: Exhibition booth at BaselWorld, March 2017-18
Budget: ~150,000 CAD



Presenting the modern and clean outlook booth that best communicate the brand image at the renowned international watch and jewelry exhibition – BaselWorld in Switzerland.

Act as the project manager to manage and coordinate with stakeholders throughout the process from design to installation. Preparing essential documents for organizer's structural safety team and tackling any technical problems involved. On-site monitoring the construction work to ensure it meets with client's and safety standards. Established trust with the client and continued to be their working partner on all local and overseas exhibition projects (Hong Kong, China, India and Switzerland).