



+1 647 784 5190  
maggiewmym@gmail.com  
www.maggie-w.com

## 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 Design Suite  
(Illustrator, InDesign,  
Photoshop)  
Cvent  
Delphi  
Google Ads  
Hubspot  
Microsoft Office  
Salesforce  
Swoogo  
WordPress

## REFERENCE

**Hannah Pattison**  
Senior Event Professional  
+1 416 616 6580

**Jody Larose**  
Owner, Larose & Co.

# MAGGIE WONG

## SPECIALISED IN EVENT PLANNING & EVENT MARKETING

## EXPERIENCE

### DIGITAL MARKETING & EVENT COORDINATOR

Empire Club of Canada, Toronto | Oct 2021 - Present

#### EVENT

- Support logistics contributing to the success of events (virtual, in person and hybrid), including setting up digital registration platform fitting to different event needs, communicating essential pre- and post-event information to attendees, resolving registration and livestreaming technical issues
- Capture and analyze data to provide insights for continuous improvement
- Collaborate with stakeholders and vendors for event materials production
- Manage on-site registration and ensure the check-in process is seamless
- Recruit, manage and provide training for volunteers for in person events
- Organise social events and executive meetings (virtual and hybrid formats) for board directors, including venue sourcing, communications, budgeting and providing on-site support.

#### MARKETING

- Plan, manage and execute digital marketing campaigns for event promotion through various channels (email, social media, Google and paid ads).
- Explore new event promotion opportunities and improve marketing strategies
- Design assets for presentations, event booklets, social media and email marketing

### DIGITAL MARKETING & EVENT COORDINATOR

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

- Managed and implemented all aspects of the registration planning and execution
- Ensured sponsors/ exhibitors' deliverables are delivered as per contract
- Liaised with external stakeholders for event production
- Created and managed event webpages and ensured all information was up to date
- Managed multiple events' social media accounts
- Created artworks and copies for social media postings, online and print ads
- Built, planned and executed social media marketing strategy
- Designed presentation layouts and produced show slides

# MAGGIE WONG

## LANGUAGE

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

## INTERESTS

Modern art  
Sewing & dressmaking  
Indie electronic music  
City happenings

## VOLUNTEERING

**Volunteer Sewist**  
Textile Museum of Canada  
Feb 2022

**Volunteer Sewist**  
Sew For Toronto  
Apr - May 2020

**Exhibition Assistant**  
Art Gallery of Ontario  
Sep - Dec 2018

## CONTACT

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## ASSISTANT ACCOUNT MANAGER

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

- Managed and grew a roster of accounts across multiple segments, ie, government, international and local corporates maintained long-lasting and client relationship
- Acted as a project lead from concept development through production, to on-site execution and post-show reporting. The process including but not limited to developing creative concepts, liaising with performers, preparing show documentation, coordinating with all stakeholders, planning and managing the timeline of the deliverables
- Manage and established a good communication channel with the vendors for any updates on the project
- Developed project/event budget plan and took the accountability of cost control and contract negotiations to maximize profits

## EVENT SALES COORDINATOR

W Hotel, Hong Kong | May 2014 - Jun 2015

- Organized internal and external events (corporate, wedding, social and MICE) with various internal stakeholders
- Generated business analytics reports
- 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 | 2007-2010

## CERTIFICATION

**Certified Digital Marketing Professional**  
Digital Marketing Institute  
**Event Planning Foundations**  
LinkedIn