

MAN Tsz-shan Sally

Mobile: 6575 5337

Email: mantszshan1990@gmail.com

Address: Room E, Floor 6, Liberté, No. 833 Lai Chi Kok Road, Kowloon

Strengths: 10 years of experience in event management, project management, brand and digital marketing, corporate communications, sponsorship and fundraising, and customer relations.

EDUCATION

- **Hong Kong Baptist University**
Master of Science
Major in AI and Digital Media
To be completed in April 2024
- **The Chinese University of Hong Kong**
Bachelor of Arts with Honours
Major in Chinese Language and Literature
2010 – 13

ACADEMIC ACHIEVEMENTS

- Awardee of Targeted Taught Postgraduate Programmes Fellowships Scheme
- 1st Prize of the Merit-based Scholarship of MSc in AI and Digital Media
2022 – 23

LANGUAGE EXAMS

- IELTS: 7
(Exam taken in Jan 2022)

WORK EXPERIENCE

Executive Officer, Office for Greater Bay Area Developments, The Chinese University of Hong Kong Dec 2023 – Present

- Take charge of project implementation, including organizing seminars, workshops, and events
- Collaborate and liaise with internal parties and external stakeholders to ensure project delivery
- Create, edit, and produce marketing contents and materials for training programmes and events in different formats, including written copy, graphics, photos, videos, etc.
- Track and report on the progress of projects and improve marketing communications
- Prepare reports, meeting agendas and minutes

Development Officer I (EO I), City University of Hong Kong Aug 2022 – Oct 2023

Development Officer II (EO II), City University of Hong Kong Mar 2020 – Aug 2022

- Develop fundraising strategies and programs to optimize fundraising opportunities
- Implement and manage institutional fundraising platforms
- Organize cultivation and stewardship events, visits, and activities
- Provide content write-ups for donation proposals, donation reports, appeal letters, and branding and communication materials
- Oversee the development, maintenance, and enhancement of websites
- Provide secretarial support for various committees
- Identify, outreach and engage existing/prospective donors and funding bodies of Mainland China background
- Maintain and update the naming catalog, factsheets, and fundraising manual for the Office

Marketing & Public Relations Officer, Hong Kong Sports Institute Jul 2019 – Feb 2020 (project based)

- Implement and organize sports events and activities
- Manage and update corporate publications such as website, social media, brochure, leaflet, etc.
- Develop displays, sportswear and souvenirs for promoting the image of elite athletes at the training facilities to inspire local and overseas visitors
- Provide support for sponsorship solicitation exercise

LANGUAGE SKILLS

- Native in spoken and written Chinese
- Fluent in English
- Fluent in Mandarin

COMPUTING SKILLS

- Microsoft Office/ Excel/ PowerPoint
- Python (programming language)
- R (programming language)
- HTML (web development language)

WORK EXPERIENCE

Senior Officer of Marketing and Communications, Private Banking Industrial and Commercial Bank of China (Asia) Limited

Apr 2018 – Jul 2019

- Establish and maintain the distinguished brand of private banking, optimizing brand image through various channels
- Develop loyalty programs/ VIP programs for high- net-worth individuals
- Identify and formulate partnership to maximize resources and customer satisfaction
- Develop content and participate in the production for a wide range of information platforms and branding collaterals
- Conduct project monitoring, post-event evaluation, and budgetary control

Executive, Event Management, Hong Kong Tourism Board

Nov 2017 – Apr 2018

Officer, Event Management, Hong Kong Tourism Board

Nov 2014 – Oct 2017

- Develop innovative ideas for planning and implementing mega events
- Develop content write-ups for sponsorship proposals, and event materials such as brochures, website, and leaflets
- Monitor the appointed service providers/ vendors to ensure quality and timely delivery of required services
- Prepare procurement documents for selection of service providers/ vendors in accordance with HKTB's policies and guidelines
- Assist in tender board meetings, including drafting papers and minutes
- Work closely with different functional teams, sponsors, and partners to ensure smooth delivery of event components/ deliverables
- Support PR & Marketing activities for event promotion

Involved in events such as:

- Hong Kong WinterFest – The Statue Square Christmas Tree &
- Hong Kong WinterFest – Hong Kong New Year Countdown Celebrations
- Hong Kong Summer Fun
- e-Sports and Music Festival Hong Kong
- Best of the Best Culinary Awards

SALARY EXPECTATION

- Last Salary: HK\$38,925
(additional 10% gratuity for 2-year contract)
- Expected Salary: HK\$40,000

AVAILABILITY

1-month notice