



VANESSA LEUNG JIA MIN (梁佳敏)

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Singapore Citizen,

Hong Kong Resident

## EDUCATION

### THE UNIVERSITY OF HONG KONG (HKU) BACHELOR OF BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

2017-2021

AWARDED THE ENTRANCE SCHOLARSHIP FOR  
ACADEMIC YEAR 2017-2018

DOUBLE MAJOR IN INFORMATION SYSTEMS AND  
COMPUTER SCIENCE

### SHANGHAI JIAO TONG UNIVERSITY

JULY-AUGUST 2018

GLOBAL SUMMER SCHOOL

### UNIVERSITY OF NAVARRA

SEPTEMBER- DECEMBER 2019

INTERNATIONAL EXCHANGE PROGRAMME

## EXTRA-CURRICULAR ACTIVITIES

### JANUARY - MAY 2019

TEAM MEMBER, HKU STARR HALL BASKETBALL TEAM

### JANUARY 2018 - 2019

TEAM MEMBER, HKU STARR HALL LACROSSE TEAM

## SKILLS

### MICROSOFT OFFICE (EXCEL, VISIO, POWERPOINT)

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### PROGRAMMING (C++)

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### Web Development (HTML, CSS, JavaScript)

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### TABLEAU

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### IMOVIE

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### ADOBE PHOTOSHOP

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## INDUSTRY KNOWLEDGE

DIGITAL MARKETING, BUSINESS CONSULTING, CRM,  
CLOUD COMPUTING, PROJECT MANAGEMENT

## LANGUAGES

NATIVE: ENGLISH AND MANDARIN

PROFICIENCY IN: CANTONESE

## PROFILE

Agile and resourceful, with a passion for innovative & effective cloud-based business solutions. Interested in IT consulting and web development.

## EXPERIENCE

### DX TRAVELER LTD

#### Student Consultant: HKU Business Consulting Practicum

HONG KONG

JUN - JULY 2019

- Provided consulting services for a travel app startup.
- Developed a Go-to-Market Plan for APAC countries with a focus on branding and digital marketing strategies.
- Participated in workshops on business consulting, CRM, digital marketing & market research.

### DOH EAIN

#### HKU - Common Purpose Leadership Development Program

YANGON, MYANMAR

3-30 JUNE 2018

- Engaged in extensive primary market research through conducting interviews & surveys.
- Proposed creative solutions to current projects with a focus on sustainable development.

### LOCALHOOD

#### Social Media/Marketing Intern

HONG KONG

MAR - JUNE 2018

- In charge of content creation (publications, articles, social media posts).
- Managed company website & social media accounts (i.e. Instagram, Facebook).
- Designed company publicity material using Photoshop.
- Developed a monthly newsletter with Mailchimp.

## SOCIAL AND COMMUNITY

### HKU Transformative Business Immersion in Developing Economies

BOHOL, PHILIPPINES (JUL - AUG 2019)

- Provided business consulting services to local micro-enterprises in the fields of marketing and accounting.

### HKU Community Engagement Programme: Care for the Homeless

HONG KONG (FEB - APR 2019)

- Volunteered at Christian Concern for the Homeless Association.
- Completed a total of 23 hours of community service.

### Organising Committee for 'Project Pawprints': Student-led community service project

SINGAPORE (JAN 2015 - OCT 2016)

- Completed a total of 158 hours of community service for Mutts and Mittens.
- Organised sales and events to raise funds for the new veterinary clinic - managed to raise 1000 SGD in 2016.