

Wong Ching Kuen, Anson

Executive (Marketing)

Marketing and Event Specialist with more than 8 years of experience in the MICE Industry. Involved in event management, visitor recruitment, O2O marketing solutions and human resource allocation.

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📍 9D, Shining Height, 83 Sycamore Street, Tai Kok Tsui, Kowloon, Hong Kong

📅 27 September, 1981

WORK EXPERIENCE

Marketing Assistant & Executive Hong Kong Trade Development Council

08/2010 – Present

A statutory body established in 1966 to promote, assist and develop Hong Kong's trade. It organises international exhibitions, conferences and business missions to create business opportunities for companies, particularly SMEs, in the mainland and international markets.

Achievements/Tasks

- Successfully organised a city-wide promotional campaign to promote HK as a Fashion hub of Asia. 📄
- Co-ordination of HKTDC ICT Expo Events and start-up pitching activities
- Developed and implemented new marketing channels for exhibitors from Taiwan and South Korea
- Identified good and useful seminar topics and invite representatives from Government, trade associations and companies to be speakers or participating guests of the Tech Trend Symposiums

CERTIFICATES

BRITISH COUNCIL APTIS - ASSESS ENGLISH SKILLS
(08/2015 – Present)

THE BEST GRADE

ESOL International (04/2013 – Present)

First Class Pass (Reading, Writing, Listening)

JAPANESE-LANGUAGE PROFICIENCY TEST (JPLT)
(12/2008 – Present)

N1 Pass

EDUCATION

Postgraduate Diploma in Digital and Social Media Marketing

HONG KONG UNIVERSITY SPACE

03/2016 – 07/2017

Bachelor of Science (Information Technology)

• SWINBURNE UNIVERSITY OF TECHNOLOGY

09/2004 – 08/2006

SKILLS

SEO

Teamwork

Decision Making

Research & Strategy

Emotional Intelligence

Inbound & Outbound Marketing

Google Analytics

Sales & Marketing

Social Media Advertising

COURSE

Japanese Studying Course (1 Year) in Yokohama
(04/2008 – 03/2009)

YOKOHAMA INTERNATIONAL EDUCATION ACADEMY

LANGUAGES

English

Full Professional Proficiency

Cantonese

Native or Bilingual Proficiency

Putonghua

Native or Bilingual Proficiency

Japanese

Professional Working Proficiency

SKILLS & ABILITIES

Photoshops

Power Director

Facebook Blueprint

Wechat

Google Ads