

▶HELEN KONG

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6123 2005

SUMMARY

Performance-driven marketing professional with outstanding qualifications in all phases of corporate communication. Skilful developer of strategic communication programs that continually surpass company's expectations.

EXPERIENCE

Corporate Communication Officer, J & P International Limited

May 2012 - Present

- ▶ Initiated and executed 50+ company publicity programs which included media interviews, press releases, press briefings/conferences and media luncheons
- ▶ Pitched 5+ cover stories and interviews with celebrities each month to media outlets to give the company exposure on various media platforms regularly
- ▶ Managed company websites and developed innovative initiatives for online marketing through social media, eDM, mobile devices, webpage and other new channels
- ▶ Transformed complex content into clear, compelling press releases, media pitches, corporate presentations, feature articles, executive quotes and additional content

ACHIEVEMENTS

- ▶ Developed solid relationships with noteworthy virtual media outlets, resulting in extensive press release coverage and numerous feature articles in magazines
- ▶ Leveraged positive company news to create and strengthen relationships with 80+ members of the press, shareholders and potential partners

EDUCATION

Chinese University of Hong Kong, 2011-2012

Master of Social Science in Corporate Communication

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access), Adobe Creative Suite (Photoshop & Illustrator)

LANGUAGES

Cantonese (Native) English (Proficient) Mandarin (Proficient) Spanish (Intermediate)