

►KARA CHUNG

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9120 2007

SUMMARY

Dynamic, performance-driven Public Relations Executive with 3 years' experience in influencing corporate presence, performance and profitability via comprehensive strategies in line with marketing, business and communications campaigns.

EXPERIENCE

Public Relations Executive, Pride Communications Ltd.

May 2012 - Present

- ▶ Formulated and implemented unique PR strategies that generated business leads for 50+ luxury brands, including idea formation, agency liaison and production follow-up
- ▶ Led the production of content and design of marketing collaterals including flyers, press releases, company newsletters, event announcements, etc
- ▶ Generated and secured press, market and social media coverage, as well as maintaining strong relationships with 100+ media and celebrities
- ▶ Leveraged analytics and data analysis to support data-driven segmentation, program development and ongoing marketing performance measurement

Public Relations Assistant, Enrich Agency Limited

Jun 2011 - May 2012

- ▶ Assisted in organising 50+ PR events and members loyalty program to support product and service launches for brand building and CRM initiatives
- ▶ Provided onsite media support such as exhibitor and visitor interviews, media tours, photography and videography, executive interviews, etc
- ▶ Handled local and overseas media enquiries and interviews; prepared media collaterals such as press releases, media fact sheets and management biographies

EDUCATION

City University of Hong Kong, 2008-2011

Bachelor of Business Administration (Honours) in Marketing

COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel, Access & Publisher)

LANGUAGES

Cantonese (Native) English (Fluent) Mandarin (Fluent) Korean (Basic)