

## HARMONY LAM

**SUMMARY** Articulate and determined recent graduate with exceptional experience with top tier public relations firm and advertising company. Recognised for professionalism, resourcefulness and competence in resolving problems and hitting project deadlines with tight schedules.

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**EDUCATION** **Baptist University of Hong Kong, 2011-2014**  
Bachelor of Social Sciences in Communication - Public Relations and Advertising

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**EXPERIENCE** **Public Relations Intern, JM Communications**  
Jun - Aug 2013

- Supported marketing team in daily operations; assisted in administration and production of brochures, e-newsletters and press releases
- Performed preliminary online market research to determine appropriate targeting and messaging relating to new product launches
- Assisted in handling 20+ local and overseas general media enquiries via email and phone in an efficient and professional manner

**Part-time Event Assistant, Lead Advertising Group**  
Jan - Jun 2013

- Assisted in preparing project-related documents including quotations, tenders and sales presentation with high accuracy
- Provided onsite media support such as press registration, exhibitor and visitor interviews, media tours, photo taking, etc
- Coordinated with 10+ PR agencies, production houses and suppliers to ensure smooth planning and execution of event logistics

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**COMPUTER SKILLS** Microsoft Office (Word, PowerPoint, Excel & Access)  
Adobe Creative Suite (Photoshop & InDesign)

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**LANGUAGES** Cantonese (Native) | English (Proficient) | Mandarin (Proficient)

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**AVAILABILITY** One month's notice

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