

# Sing Chen

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## PROFILE

Highly creative, results-driven non-profit management professional with entrepreneurial passion, commitment and drive to succeed. Strategic skills in marketing functions and boosting sales with expertise in promoting event objectives to clients. Extensive experience in local and regional community fundraising.

## AREAS OF EXPERTISE

- ◆ Direct Mail Marketing
- ◆ Donor Development
- ◆ Government & Foundation
- ◆ Grant Proposal Writing
- ◆ Key Account Management
- ◆ Program Development

## EXPERIENCE

### Fundraising Officer, Caring Arts Centre (CAC)

May 2012 - Present

- ◆ Oversaw the securing of foundational grants and managed the successful execution of all reporting requirements and relationship management tasks
- ◆ Developed and implemented diverse marketing strategies for cultivating and soliciting prospects for life income as well as bequest agreements
- ◆ Collaborated closely with marketing team to develop compelling proposals and other promotional materials to secure/ upgrade donor commitments
- ◆ Maintained effective relationships with 20+ corporate partners, interfacing with CSR professionals to understand how CAC's services best align with their business needs

## ACHIEVEMENTS

- ◆ Secured \$1 million through effective major gift solicitations, creative sponsorship opportunities, and effective donor cultivation events
- ◆ Developed strong partnerships with 50 community-based organisations and educational partners to deliver programs and train 1,000+ volunteers in fundraising techniques

## EDUCATION

### Hong Kong Polytechnic University, 2009-2012

Bachelor of Science (Honours) in Environment and Sustainable Development

## LANGUAGES

Cantonese (Native) | English (Fluent) | Mandarin (Intermediate) | Japanese (Basic)

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