

NATALIE HO

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SUMMARY

Effective, well-organised event-planning professional with 2+ years of experience in managing job tasks with prioritising skills and high autonomy. Possesses packaged skills in streamlining operations and boosting profit and productivity. Critical insight into implementation of marketing strategies.

EXPERIENCE

Event Planning Executive, Sun Garden Hotel

Jun 2012 - Present

- Provided full administrative support to project teams in areas of client's portfolio, on-site and off-site meetings, calendar management, etc
- Liaised with 50+ PR agencies, production houses, vendors and business partners to ensure smooth planning and execution of event logistics
- Handled project materials stock control and coordinated with 20+ suppliers for consolidation and shipment of project materials for pre-show delivery
- Leveraged analytics and data analysis to support data-driven segmentation, program development and ongoing marketing performance measurement
- Assisted in organising 15+ PR events and members loyalty program to support product and service launches for brand building and CRM initiatives

ACHIEVEMENTS

- Improved guest positive feedback by 15% through demonstration of exceptional work etiquette and hospitality skills
- Implemented proactive approach in customer complaint resolution, enhancing the workflow efficiency by 10%

EDUCATION

CUHK School of Continuing and Professional Studies, 2008-2010

Higher Diploma in Tourism and Hospitality Management

SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access)

Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator)

LANGUAGES

Cantonese (Native) English (Proficient) Mandarin (Fluent)