

## ▶ CONSTANCE LAI

constance.lai@gmail.com

9123 2004

### SUMMARY

Passionate and organised professional with 2+ years of experience in planning, organising and coordinating a wide range of activities that accommodate participants with different needs. 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

#### **Assistant Development Officer, MX Youth Hostels Association**

Jun 2012 - Present

- ▶ Hosted 5+ outreach programs, short-term summer classes, excursions and counselling workshops for teenage help-seekers as part of the project, "Our Youth, Our Future"
- ▶ Offered 5 career path exploring workshops in Summer 2014 with technical advice and emotional assistance to fresh graduates who are less equipped
- ▶ Developed strong partnerships with 5 community-based organisations and educational partners to deliver programs and train 200+ volunteers in fundraising techniques
- ▶ Collaborated closely with marketing team to develop compelling proposals and other promotional materials to secure/ upgrade donor commitments
- ▶ Monitored and updated website content through Content Management System (CMS) for online promotion, electronic news and online directory

### EDUCATION

#### **Hong Kong Baptist University, 2009-2012**

Bachelor (Hons) of Social Sciences in Social Policy

### COMPUTER SKILLS

Microsoft Office (Word, PowerPoint, Excel & Access)

### LANGUAGES

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