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SKILLS

SOFT SKILLS

Strategic Communications



Problem-solving Skills



Organizational Skills



Cross-functional Collaboration



Creativity



PROFESSIONAL SKILLS

Content Creation



Video Storytelling



Employee Engagement



Digital & Social Media Marketing



Campaign Management



Publication Management



Public Relations



Event Management



Data Analytics



CHUN CHAN

CREATIVE BRAND STORYTELLER & COMMUNICATOR

PROFESSIONAL SUMMARY

Creative brand storyteller with over 10 years of experience in branding, internal communications, and video storytelling. Adept at crafting compelling narratives and simplifying complex topics for diverse audiences. Tech-savvy and innovative, skilled in enhancing brand visibility and engagement through effective communication strategies.

WORK HISTORY

Assistant Manager (Communications & Community Relations)

Hospital Authority - Prince of Wales Hospital

Nov 2023 - Present

- **Video Production:** Oversee, script, and direct educational and promotional videos to enhance patient experience, with over 10 videos produced.
- **YouTube Series Support:** Provide scripting, logistics, and editing support for “[Med Straight Talk](#),” featuring medical experts.
- **Content Creation:** Develop news updates and healthcare content across platforms, ensuring consistent communication within PWH.
- **Visual Branding:** Coordinate with departments to enhance the hospital’s visual elements through initiatives such as professional portraits, window stickers, and banners.
- **Website Revamp Coordination:** Act as liaison between IT and users for website revamp projects across hospitals in the New Territories East Cluster.
- **Publication Management:** Spearheaded the creation of a 136-page commemorative book, [《銀城街30號》](#), distributed to the Sha Tin community and hospital visitors.
- **Brand Storytelling:** Collaborated with vendors to produce a 6-minute anniversary video showcasing the hospital's long history and achievements.
- **Event Support:** Planned and executed year-long anniversary celebrations, including a kick-off ceremony, a photo shoot for over 200 staff, and managing VIP reception at a gala dinner.

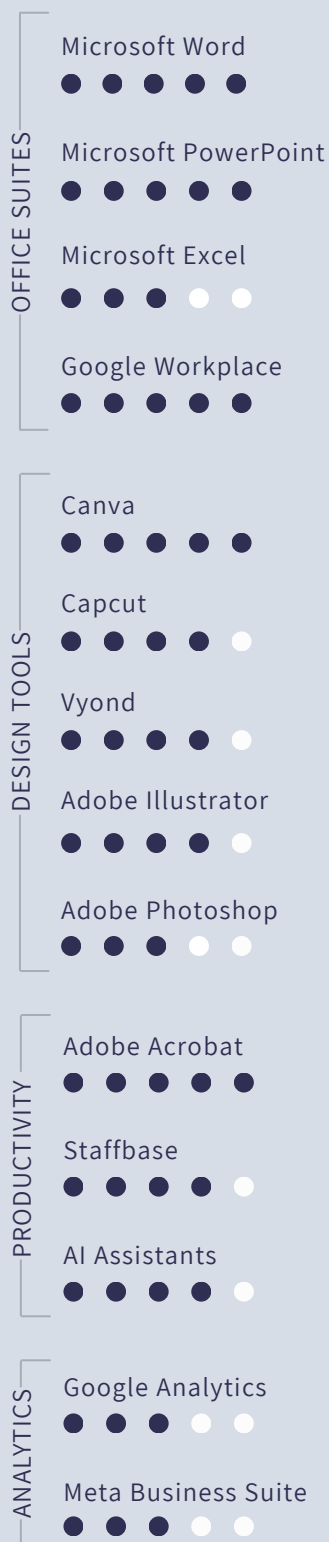
Senior Project Officer (Branding & Communications)

Hong Kong Baptist University

June 2023 - August 2023

- **Event Management:** Organized HR events from ideation to execution, coordinating with suppliers for souvenirs and managing logistics, enhancing employee engagement and ensuring smooth event flow.
- **Internal Communications:** Liaised with HR departments to ensure clear communication on policy updates.
- **Web Content Creation:** Authored and managed content for the HR Office website, improving user experience and accessibility.

SOFTWARE



Senior Officer | Public Relations and Marketing

Arup

February 2022 - March 2023

- **Publication Management:** Co-produced "East Asia News," a monthly internal e-magazine reaching over 3,000 staff members across East Asia, enhancing employee engagement.
- **Video Production:** Oversaw the production of over 20 videos to engage the public and communicate key messages.
- **Content Creation:** Authored over 100 articles for the intranet, corporate website, and social media platforms, focusing on firm achievements and project updates.
- **Internal Communications:** Led internal communication campaigns and webinars to enhance cross-divisional engagement.
- **Public Relations:** Crafted press releases and liaised with media outlets to enhance brand visibility.
- **Award Coordination:** Assisted in creating award submission materials, contributing to industry recognition.

Digital Communications Officer

Hong Kong Cyberport Management Company Limited

August 2018 - December 2021

- **Video Storytelling:** Conducted interviews and wrote scripts for over 80 videos, crafting compelling narratives that highlighted start-ups and tech innovations.
- **Social Media Management:** Developed and managed social media content across platforms like Facebook, Instagram, and LinkedIn, achieving a 20% increase in engagement and fostering a vibrant online community.
- **Brand Marketing:** Contributed the "We Dare To Venture" campaign, scripting and promoting start-up stories, resulting in a 10% increase in brand awareness and greater public interest in Cyberport initiatives.
- **Content Creation:** Created advertorials, social media content pillars, and other promotional materials to showcase company initiatives, driving greater engagement and support from stakeholders.
- **Brand & Digital Marketing:** Managed branding campaigns and digital marketing strategies, enhancing brand visibility through TV ads, web, email, social media, and display advertising.
- **Website Management:** Updated and managed website content, ensuring high-quality bilingual content was accessible to all users, which improved user experience and information dissemination.
- **Cross-functional Collaboration:** Collaborated with internal teams and external partners to align marketing strategies with organizational goals, enhancing overall campaign effectiveness.

LANGUAGE

Cantonese



Putonghua



English



HOBBIES

Film & Media 


Explore diverse genres in movies, YouTube, and TV shows.

Short Fiction Writing 

Enjoy crafting my own stories and expressing creativity.

Travel 

Passionate about exploring new cultures and making memories.

History 

Fascinated by the narratives behind historical events.

Basketball 

Enjoy following player journeys and teamwork dynamics.

Project Officer

The Hong Kong and China Gas Company Limited (Towngas)

February 2014 - August 2018

- **Publication Management:** Led the creation of "Innovation Headlines," a bi-monthly magazine showcasing tech trends, and authored "匠," promoting craftsmanship, distributed to over 4,000 colleagues and company visitors in mainland China and Hong Kong.
- **Social Media Management:** Launched and managed social media platforms, including WeChat and Facebook, engaging colleagues and the public, promoting company values.
- **Internal Communications:** Created and led internal communication strategies, fostering a culture of intrapreneurship and craftsmanship among colleagues in Mainland China and Hong Kong.
- **Campaign Management:** Designed cross-divisional campaign narratives for internal stakeholders and the public.
- **Event Support:** Provided support for events with up to 2,000 attendees, including logistics and booklet production.

EDUCATION

Bachelor of Arts (Double Major: History/ International Studies)

Monash University
Melbourne, Australia

2010 - 2013

PROFESSIONAL CERTIFICATE

Professional Certificate in Communications and Leadership

Harvard University (HarvardX)

2024

Professional Certificate in Screenwriting for Film

LIPACE, The Open University of Hong Kong

2015