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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 11 years of experience in branding, internal communications, and video storytelling, seeking to leverage expertise in crafting compelling narratives to elevate brand engagement for a dynamic organization.

WORK HISTORY

Assistant Manager (Communications & Community Relations)

Hospital Authority - Prince of Wales Hospital (PWH)

Nov 2023 - Present

- **Video Production:** Crafted 15+ strategic videos, including a 6-minute anniversary feature, showcased on YouTube and hospital TVs to boost patient education and staff morale.
- **Content Creation:** Produced engaging content for internal channels (intranet, newsletters) and social media, driving brand storytelling across diverse platforms.
- **Visual Branding:** Created impactful branding assets—portraits, stickers, banners—to elevate hospital identity and visibility.
- **Website Management:** Coordinated the website revamp project across the New Territories East Cluster to enhance user experience while coordinating with departments and IT for consistent content updates to maintain quality information.
- **Event Support:** Supported a year-long anniversary program, engaging 200+ staff and VIPs with events like a gala dinner and photo shoot, enhancing employee engagement.
- **Publication Management:** Led the creation of key publications, including 《銀城街30號》, a 136-page publication, and the “Bridge” newsletter, which together enhanced internal communications and secured stakeholder buy-in for the PWH redevelopment.
- **YouTube Series Support:** Supported scripting and logistics for “Med Straight Talk” series, enriching health education via storytelling on YouTube.

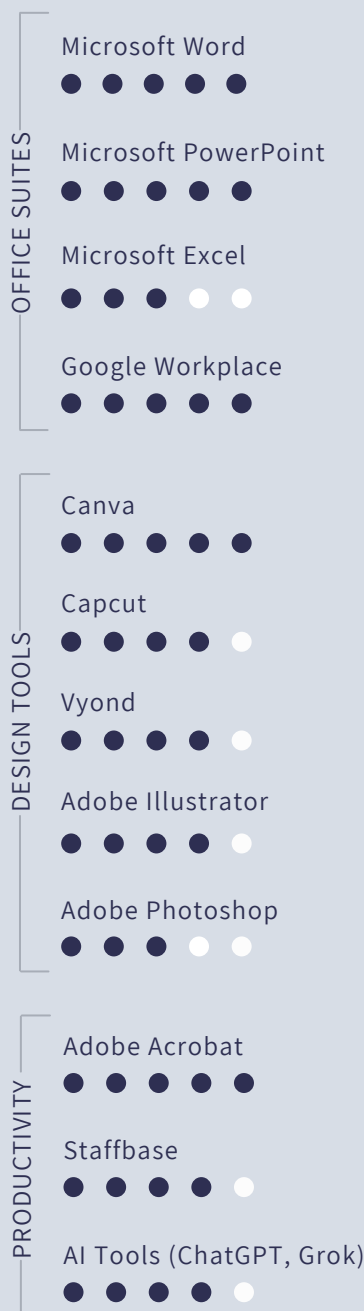
Senior Project Officer (Branding & Communications)

Hong Kong Baptist University

June 2023 - August 2023

- **Event Management:** Planned and executed HR events, coordinating suppliers and logistics to enhance employee engagement.
- **Internal Communications:** Collaborated with HR teams to deliver clear policy updates and improve staff communication.
- **Web Content Creation:** Authored and updated HR office website content to improve accessibility and user experience.

SOFTWARE



Senior Officer | Public Relations and Marketing

Arup

February 2022 - March 2023

- **Content Creation:** Crafted 100+ articles for intranet, website, and social media, weaving firm achievements into compelling narratives for diverse audiences.
- **Video Production:** Directed 20+ videos that communicated key messages and engaged both internal and external stakeholders.
- **Publication Management:** Co-led the East Asia News Publication Committee, producing a monthly e-magazine for 3,000+ staff and coordinating regional content.
- **Internal Communications:** Led campaigns and webinars to foster cross-divisional engagement and strengthen company culture.
- **Public Relations:** Developed press releases and media strategies to elevate brand visibility and reputation.
- **Award Coordination:** Supported award submissions that showcased the firm's innovation and industry leadership.

Digital Communications Officer

Hong Kong Cyberport Management Company Limited

August 2018 - December 2021

- **Video Storytelling:** Scripted and produced over 80 videos, crafting compelling narratives to showcase start-ups and tech innovations.
- **Social Media Management:** Developed and managed social media content across Facebook, Instagram, and LinkedIn, achieving a 20% increase in engagement and fostering a vibrant online community.
- **Brand Campaign Management:** Led multiple brand campaigns to boost brand awareness and public interest, including the standout "We Dare To Venture" initiative, which utilized TV ads, web, email, social media, and display advertising to achieve a 10% increase in brand awareness and significantly drive public engagement.
- **Content Creation:** Created advertorials, social media pillars, and promotional materials to drive stakeholder engagement and highlight company initiatives.
- **Website Management:** Updated and managed website content, ensuring high-quality bilingual content was accessible to all users, which improved user experience and information dissemination.
- **Collaborative Marketing:** 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:** Created and led the production of "Innovation Headlines," a bi-monthly magazine on tech trends, and "匠," ("Craftsmanship"), distributed to over 4,000 colleagues and visitors across Hong Kong and Mainland China.
- **Social Media Management:** Launched and managed WeChat and Facebook platforms, engaging colleagues and the public with content that promoted company values and initiatives.
- **Internal Communications:** Developed strategic internal communications to foster intrapreneurship and craftsmanship, enhancing company culture among staff in Hong Kong and Mainland China.
- **Campaign Management:** Designed cross-divisional campaign narratives to connect internal stakeholders and the public with company initiatives, ensuring consistent messaging.
- **Event Support:** Supported large-scale events for up to 2,000 attendees, such as GASEX 2014 and QIESC, managing logistics and producing event booklets for seamless execution.
- **Committee Coordination:** Provided executive support to the CT Office Steering Committee and Environmental Working Committee, handling logistics and facilitating campaign execution.

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