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SKILLS

PROFESSIONAL SKILLS

Content Creation
Video Storytelling
Employee Engagement
Internal Communications
Project Management
Campaign Management
Publication Management
Research
Digital & Social Media
Public Relations
Event Management

SOFT SKILLS

Strategic Communications
Creativity
Problem-solving
Organizational Skills
Cross-functional Collaboration

CHUN CHAN

CREATIVE BRAND STORYTELLER & COMMUNICATOR

PROFESSIONAL SUMMARY

Creative brand storyteller with over 12 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 EXPERIENCE

Assistant Manager (Communications & Community Relations)

Hospital Authority (Prince of Wales Hospital/ North District Hospital)
November 2023 - Present

- **Content Creation:** Produced strategic content for websites, intranets, newsletters, and social media to drive brand storytelling and convey senior management messages. Promoted PWH/NDH hospital services and charitable activities, ensuring consistent engagement across all digital and print channels.
- **Visual Branding:** Managed comprehensive branding initiatives, including a doctor photography project to reinforce organizational values. Collaborated with designers to produce high-visibility promotional materials such as posters, banners and stickers.
- **Video Storytelling:** Directed over 18 strategic video productions, including 6-minute trilingual PWH corporate features for YouTube and hospital networks, enhancing patient education and staff morale.
- **Publication Management:** Coordinated the production of the PWH 40th Anniversary book, 《銀城街30號》, (a 136-page commemorative book), and managed the Bridge newsletter to engage stakeholders and promote redevelopment transparency.
- **Event & Stakeholder Management:** Support a diverse range of hospital events, including NDHCF Flag Day 2026, PWH 40th-anniversary Gala/Spring Dinners, "1 Home 1 Plan" initiatives, VIP visits, and inter-departmental fire drills. Drafted MC scripts and managed on-site logistics to ensure seamless execution.
- **Secretariat and Committee Support:** Provided secretariat and administrative support to the NDHCF Donation Committee and the Organizing Committee for Flag Day 2026.
- **Website Management:** Oversaw website revamps across NTEC hospitals, focusing on streamlining navigation, optimizing user experience, and ensuring the accuracy of content.

SOFTWARE

OFFICE SUITES

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Google Workplace

DESIGN TOOLS

Canva

CapCut

Vyond

Adobe Illustrator

Adobe Photoshop

PRODUCTIVITY

Adobe Acrobat

Staffbase

AI TOOLS

Perplexity

ChatGPT

Gemini

Grok

Senior Officer | Public Relations and Marketing

Arup

February 2022 - March 2023

- **Content Creation:** Authored over 100 articles for intranet, web, and social media, transforming firm achievements into compelling narratives to engage diverse global audiences.
- **Video Production:** Directed 20+ strategic videos to communicate corporate milestones and technical expertise, successfully engaging both internal staff and external stakeholders.
- **Publication Management:** Co-led East Asia News Publication Committee, overseeing the production of a monthly e-magazine for 3,000+ staff across regional offices.
- **Internal Communications:** Spearheaded multi-channel campaigns and webinars to foster cross-divisional collaboration and reinforce a unified corporate culture.
- **Public Relations:** Developed press releases and media strategies to elevate brand visibility and reputation.
- **Award Coordination:** Managed end-to-end award submissions to showcase the firm's technical innovation and industry leadership, securing recognition for key projects.

Digital Communications Officer

Hong Kong Cyberport Management Company Limited

August 2018 - December 2021

- **Video Storytelling:** Scripted and produced 80+ videos, crafting compelling narratives to showcase tech innovations and scale-up success stories within the Cyberport ecosystem..
- **Social Media Management:** Orchestrated content strategy across Facebook, Instagram, and LinkedIn, achieving a 20% increase in engagement through data-driven community management.
- **Brand Campaign Management:** Led high-impact campaigns, including the "[We Dare To Venture](#)" initiative; utilized a multi-channel approach (TV, Web, Social, Email) to drive a 10% boost in brand awareness.
- **Content Creation:** Developed advertorials, social media pillars, and promotional materials to drive stakeholder engagement and highlight key company initiatives.
- **Website Management:** Managed bilingual website updates and UX improvements, ensuring high-quality content was accessible to all users for enhanced information dissemination.
- **Collaborative Marketing:** Partnered with internal teams and external stakeholders to align marketing strategies with goals, effectively enhancing overall campaign reach and impact.

LANGUAGE

Cantonese (Native)

Mandarin (Fluent)

English (Professional)

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 production of Innovation Headlines and "匠" ("Craftsmanship"), distributed to 4,000+ colleagues and visitors across Hong Kong and Mainland China.
- **Social Media Management:** Launched and managed WeChat and Facebook platforms, engaging internal and external audiences with content promoting corporate values and strategic initiatives.
- **Internal Communications:** Developed targeted internal communications to foster "intrapreneurship" and craftsmanship, strengthening corporate culture for staff across Hong Kong and Mainland China offices.
- **Campaign Management:** Designed cross-divisional campaign narratives to align internal stakeholders and the public with company initiatives, ensuring consistent messaging across all channels.
- **Event Support:** Supported large-scale events for up to 2,000 attendees, including GASEX 2014 and QIESC, by managing logistics and producing technical booklets for seamless execution.
- **Committee Coordination:** Provided executive support to the CT Office Steering Committee and Environmental Working Committee, facilitating administrative logistics and ensuring successful campaign delivery..

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