

Klinna, Hao LI

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EDUCATION AND HONORS

HKBU CIE | Bachelor of Social Sciences (Honours) in Media and Social Communication *Sep 2024 – Present*

- GPA: **3.73/4.0**
- Core Courses: Media and Integrated Marketing Communication, Social Media Marketing

HKMU LiPACE | Higher Diploma in Creative Writing for Film and New Media *Sep 2022 – Sep 2024*

- CGPA: **3.6/4.0** | Honors: Dean 's List Certificate
- Core Courses: Media Management and Interactive Entertainment, Innovations and Entrepreneurship in Creative Industries, Copywriting Workshop

INTERNSHIP

Shenzhen Evening News | Operations & Event Planning *Jun 2024 – Aug 2024*

- Planned 5+ cultural events, including the "Retracing the Great Rescue Route", "Strolling in Longgang" and "Strolling in Luohu." , achieving a 15% increase in participant engagement.
- Designed interactive routes and activities to attract 2,000+ attendees to participate in outdoor sports.
- Developed tourism campaigns like "Retracing Deng Xiaoping's Footsteps", boosting cultural tourism inquiries by 20%.
- Managed logistics, on-site execution, and stakeholder communication, including reception, scheduling, and participant coordination, ensuring smooth event operations.

PROJECT EXPERIENCE

New Hong Kongers Exhibition in M+ Museum (Grade: A) **Leader** *Nov 2024*

- Designed a marketing campaign to build a loyal Hong Kong community, focusing on engaging the "Hong Kong Drifters" demographic and increasing the community's ticket sales contribution for M+ Museum.
- Conducted comprehensive market research, including demographic analysis, audience challenges, current artistic trends, and competitor benchmarking.
- Developed a cohesive campaign strategy encompassing brand positioning, key creative elements, digital and communication tactics, and success metrics.
- Crafted exhibition content tracing the narrative from "Trace" to "Echo," integrating themed exhibits, interactive activities, and events to foster deeper audience engagement.
- Addressed market gaps by aligning the exhibition with M+'s branding goals and audience needs.

Saturnbird Coffee Campaign Project (Grade: A) **Member** *Oct 2024*

- Set campaign objectives to increase brand awareness by 10% and drive annual sales growth by 5%.
- Analyzed product features and identified target audience profiles to design tailored advertising content, including product flavor posters and promotional materials.
- Executed creative marketing initiatives, such as coffee car pop-ups and collaborations with convenience stores, leveraging trending topics to maximize reach.
- Established performance measurement frameworks covering offline data, platform engagement, brand awareness, user favorability, community reach, and sustained campaign influence.

CITIC Bank Shenzhen Banking | Private Banking Department | Assistant Coach *Aug 2023*

CITIC Bank Shenzhen "Excellent Volunteer" Award

- Developed a financial education program plan for middle school students, covering event framework, guidelines, and etc.
- Produced event materials, including badges, posters, and certificates, ensuring cohesive branding and usability.
- Supervised live streaming and documented participant activities, providing parents with progress updates to build trust and engagement.
- Arranged logistics for participants, covering accommodations, meals, transportation, and daily schedules.
- Compiled process manuals, evaluation standards, and closing reports, showcasing participant achievements and improving future workflows.

LANGUAGES & SKILLS

- **Languages:** Mandarin (Native), English (Fluent), Japanese (Beginner)
- **Computer:** Word, Excel, PowerPoint, Canva, and Procreate