



EMILY CHEUNG

RESUME

CONTACT

+852 6481 0550

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 Emily Cheung

 @emilyemilyc

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PROFILE SUMMARY

Personable individual with proven communication skills developed from group projects in my degree and undertaking casual employments, internships and volunteer placement. Articulate individual able to work confidently with people from diverse cultures and situations in which appreciation and teamwork are integral. I have strong academic background with above average results. Knowledgeable and enthusiastic graduate with solid theoretical public relation and advertising understanding, and a range of practical project experience. I am seeking an opportunity to start a professional career with the long-term aim of working as a public relations practitioner.

HIGHLIGHTS OF SKILLS

I gain several relevant skills from my degree and previous employments experience which made me to put my faith in working in the Public Relation profession.

I am able to gather and analyze primary and secondary researches. Develop strategic approaches to achieve designated campaign objectives, identify brand position and maintain brand identity.

I practice my skills in compiling communication materials and preparing press kits. And I improve my skill in organizing and managing multiple tasks throughout my academic projects.

I enhance my problem-solving and decision-making skill from my employment experience. I can identify and solve contemporary problems, as well as work under pressure. I also facilitate my presentation skill where I can convey messages and ideas clearly via verbal communication.



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EDUCATION

Bachelor of Communication Double Major In Public Relations & Creative Services

Edith Cowan University
Perth Australia | 2015 - 2016

Diploma of Communication and Creative Industries

Perth Institute of Business and Technology
Perth Australia | 2014

Associate Degree of Creative Communication

Hong Kong Baptist University College of
International Education
Hong Kong | 2012 - 2013

Secondary Education

Pui Tak Canossian College
Hong Kong | 2006 - 2012

CREDENTIALS

Tokyo City University Volunteer Program Certification

Edith Cowan University | 2016

IELTS Certification

International English Language Testing System | 2013

Hong Kong Diploma of Secondary Education Examination

Hong Kong Examination And Assessment Authority | 2012

VOLUNTEER PLACEMENT

Tokyo City University Volunteer Program Edith Cowan University | 2016

Key Achievements & Contributions:

- Assisted TCU students in transition to Australian life
- Built up a sense of community belonging through a series of activities
- Facilitated inter-cultural and social engagement

Key Skills Gained:

- Leadership skills
- Interpersonal and networking skills



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INTERNSHIP EXPERIENCE

Customer Service Intern

Lush Asia Ltd. | Oct 2014 - Jan 2015

Key Achievements & Contributions:

- Handled customer inquiry by replying emails and answering customer service hotline
- Managed online chat room accounts
- Resolved product or service problems by clarifying the customer's complaint and advising the best solution

Key Skills Gained:

- Active listening
- Using positive language

Event Helper Intern

Lush Asia Ltd. | Dec 2013

Key Achievements & Contributions:

- Served as event assistant on the Christmas Truck Tour Campaign and successful product launches
- Presented the products and interacted with the guests
- Collaborated with the team in the campaign

Key Skills Gained:

- Presentation skills
- Working as team



EMPLOYMENT EXPERIENCE

Part-Time Sales Assistant

Hallmark Ltd. | Jun 2013 - Aug 2013

Key Achievement & Contributions:

- Introduced and provided products information to the customers
- Assisted in maintaining daily routine in the shop

Key Skills Gained:

- Be attentive to customers
- Time management skills

Part-Time Sales Assistant

Lush Asia Ltd. | May 2012 - Sep 2012

Key Achievement:

- Conveyed brand messages and values to the customers
- Presented and demonstrated products to the customers
- Collaborated with the retail team

Key Skills Gained:

- Persuasion skills
- Working as team



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TECHNOLOGY SKILLS

MS Word, Excel, Power Point
SEO and Google Analytics
Social Media Strategy
Photo Editing - Photoshop, Lightroom
Layout Design - Indesign

LANGUAGES

English	Fluent
Cantonese	Native
Mandarin	Fluent

PERSONAL INTERESTS

Photography
Traveling
Watching Movies
Listening To Music
Swimming

PROFESSIONAL REFEREE

Miranda Cheung, Lush Asia Ltd.
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