



RAPHAEL HA CHUN CHUNG

ABOUT

An English major graduate and a tech junkie who is avid in Digital Marketing, Communication and Content Creation. Currently based in Hong Kong, I am looking for an opportunity to relocate to Vancouver and challenge myself in a new environment.

PROFESSIONAL SKILLS

- **Social Media Management:** Facebook, Instagram and LinkedIn
- **Design:** Canva, Illustrator, Photoshop, After Effect, Premiere Pro, DaVinci Resolve
- Event Management
- Website Management
- Copywriting
- Market Research
- Google Ads

PERSONAL SKILLS

Creative-minded and a fast learner, A strong believer in hard-work

Capable in: English, Mandarin, Cantonese, Japanese

IELTS: Overall 8.0
(9.0 / 8.0 / 7.0 / 7.5)

CONTACT

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<https://chunchungha.wixsite.com/portfolio>

LinkedIn: Raphael Ha

WORK EXPERIENCE

Digital Marketing and Creative Designer

ESF (English Schools Foundation) - Sports and Language | Hong Kong | Dec 2021 - Present

- Copywriting and graphic creation for all marketing materials.
- Daily management for the company's social media channels, including Facebook, Instagram and LinkedIn.
- Regular updates and improvement on the WordPress website.
- Research and write articles under the scope of education.

Assistant Trade Analyst

Italian Trade Commission | Hong Kong | Dec 2019 - Dec 2021

- Managing the Italian participation at local exhibitions, including Eco Expo Asia, the Hong Kong International Jewellery Show and the Optical Fair.
- Market research in various local sectors, particularly in start-ups, building materials and interior design, waste management and ecology.
- Managing the Start-up and FDI-related programmes of ITA HK.

Marketing Intern

Affordable Art Fair | Hong Kong | Feb 2019 - May 2019

- Manage all of the social media accounts of Affordable Art Fair Hong Kong, including Facebook and Instagram.
- Assist in the organisation of the fair.

Recruitment Marketing Intern

Meltwater | Hong Kong | Sep 2018 - Dec 2018

- Assists in designing and producing branding and recruitment related items.
- Working with the regional designer on various work in terms of company branding.
- Building the China career webpage with SEO implementation.
- Assists in career-related events.

Summer Intern (People's Talent & Development)

Societe Generale Corporate and Investment Banking | Hong Kong | Jun 2018 - Aug 2018

Editorial and Video Intern

Stepcase Limited (Lifehack) | Hong Kong | Jul 2016 - Apr 2017

EDUCATION

City University of Hong Kong
2015 - 2019

Bachelor of Arts in English Studies
English for Creative Professionals

Uppsala University, Sweden
Jan - Jun 2018

Bachelor of Arts in English
Student Exchange Programme

University of York, United Kingdom
Jun - Jul 2016

Summer School

VOLUNTEERING

Project Manager

Hong Kong Generation Next Art | 2018 - 2019

- Assisting in the organisation of the yearly concerts.
- Develop promotion channels in regards to the event.

Executive Committee of the English Society

City University of Hong Kong Students' Union | 2016-2017

- Student Welfare Secretary.
- Responsible for student welfare and rights.
- Experienced in holding Career Talks for members.