



# MAGGIE WONG

## PROJECT & EVENT MANAGER DIGITAL MARKETER

### EXPERIENCE

#### DIGITAL MARKETING & EVENT COORDINATOR

Big Picture Conferences Inc, Toronto | Jan 2019 - Mar 2020

- Managed and implemented all aspects of the registration planning and execution
- Ensured sponsors/ exhibitors' deliverables are delivered as per contract
- Liaised with external stakeholders for event production
- Oversaw registration operation and worked with volunteers to ensure check-in procedure was seamless and professional conduct was maintained
- Created and managed event webpages and ensured all information was up to date
- Managed multiple events' social media accounts
- Created artworks and copies for social media postings, online and print ads
- Built, planned and executed social media marketing strategy
- Designed presentation layouts and produced show slides

#### ASSISTANT ACCOUNT MANAGER

Pico International Inc, Hong Kong | Jun 2015 - Jul 2018

- Managed and grew a roster of accounts across multiple segments, such as government, international and local corporates
- Built and maintained long-lasting relationship with clients
- Worked closely with the in-house creative team to develop creative ideas
- Acted as a project lead from concept development through production, to on-site execution and post-show reporting. The process including but not limited to developing creative concepts, liaising with performers, preparing show documentation, coordinating with all stakeholders, planning and managing the timeline of the deliverables
- Managed external vendors such as electricians, production, av technicians, etc.
- Established a good communication channel with the vendors for any updates on the project
- Sourced new vendors and established a reliable external resources database
- Held briefings and provided project and event summary to key stakeholders
- Developed project/event budget plan and took the accountability of cost control and contract negotiations to maximize profits

#### EVENT SALES COORDINATOR

W Hotel, Hong Kong | May 2014 - Jun 2015

- Organized internal and external events (corporate, wedding, social and MICE) with various internal stakeholders
- Generated business analytics reports
- Handled guests' inquiries and provided the best available solutions

#### W EXPERIENCE SHIFT LEADER

W Hotel, Hong Kong | Jun 2011 - May 2014

- Supervised the team in handling guests' inquiries and requests
- Guided the team to create memorable experience for guests
- Gave out training to team members to maintain service standard

### EDUCATION

**Bachelor of Science with Honours in International Hotel and Tourism Management**  
University of Ulster, United Kingdom | 2010

**Bachelor of Art in Hotel and Event Management**  
HTMi, Hotel and Tourism Management Institute, Switzerland | 2007-2010

+1 647 784 5190

maggiewmym@gmail.com

www.maggie-w.com

### SKILLS

Budgeting  
Corporate event planning  
Customer service  
Layout design  
Photo editing  
Presentation design  
Project management  
Social media strategy  
Web content development  
Volunteer management

### TOOLS

Google Ads  
Adobe Illustrator  
Adobe InDesign  
Cvent  
Delphi  
Hubspot  
Microsoft Office  
Salesforce  
Swoogo  
WordPress

### REFERENCE

#### Stephanie Gadbois

Managing Director  
Big picture Conferences Inc  
+1 905 466 1522  
stephanie@bigpictureconferences.ca

#### Hannah Pattison

Senior Manager of Events and Communications  
The Empire Club of Canada  
+1 416 616 6580

# MAGGIE WONG

## PROJECT HIGHLIGHTS



Hotel Association of Canada National Conference | [in](#) #HAC2020  
Canadian Hotel Investment Conference | [in](#) [st](#) [f](#) #CHIC2020 @chiconf  
Hotel Capital Connection | [in](#) #HC22019  
Western Canadian Lodging Conference | [in](#) [st](#) [f](#) [v](#) #WCLC2019 @wclconference

I established the social media presence of the conferences listed above. The number of followers and the rate of impressions made had increased significantly. At WCLC2019, I launched an engagement campaign which attracted new delegates and generated sponsorship sales lead.

## LANGUAGE

English - Fluent  
Cantonese - Native  
Mandarin - Fluent  
French - Beginner

## INTERESTS

Modern art  
Sewing & dressmaking  
Indie electronic music  
City happenings

## VOLUNTEERING

Volunteer Sewist  
Sew For Toronto  
Apr - May 2020

Exhibition Assistant  
Art Gallery of Ontario  
Sep - Dec 2018

## CONTACT

Maggie Wong  
+1 647 784 5190  
maggiewmym@gmail.com  
www.maggie-w.com

**Client: Airport Authority Hong Kong**  
Event: Technovation Conference, Nov 2016-17  
Budget: ~130,000 CAD



Airport Authority Hong Kong organized the third Technovation Conference and Exhibition in 2017. The event invited various international airport officials and tech companies to showcase the latest technologies and potential solutions that optimized passengers' experience in the aviation industry.

With the success of the previous event, relationship with the client was well maintained. I was responsible for the creative design concept, coordination with exhibitors, stage operation, guest check-in operation (800 pax in 30 mins), event setup and production of materials required.

**Client: CLP Power Hong Kong Limited**  
Event: Power Quality Workshop Renovation, Aug 2016 – Jan 2017  
Budget: ~300,000 CAD



CLP has been providing reliable electricity supply to customers in different sectors (Business, Residential and Public services) for over hundred years. In 2016, CLP renovated its Power Quality Workshop to illustrate the causes and impact of power quality issues, as well as demonstrating practical measures that customers may adopt to mitigate power quality problems.

I was responsible for project coordination with all stakeholders, to provide creative ideas on 3 games play and enhance users' experience and to prepare safety documents and control site team and ensure it is up to client's standard.

**Client: Time Module | Seiko Instruments**  
Event: Exhibition booth at BaselWorld, March 2017-18  
Budget: ~150,000 CAD



Presenting the modern and clean outlook booth that best communicate the brand image at the renowned international watch and jewelry exhibition – BaselWorld in Switzerland.

Act as the project manager to manage and coordinate with stakeholders throughout the process from design to installation. Preparing essential documents for organizer's structural safety team and tackling any technical problems involved. On-site monitoring the construction work to ensure it meets with client's and safety standards. Established trust with the client and continued to be their working partner on all local and overseas exhibition projects (Hong Kong, China, India and Switzerland).