

HIU TUNG “VICKY” CHAN

hiutungc@usc.edu | +1 (213) 421-9029 | Los Angeles, CA | LinkedIn | Portfolio

No work authorization or sponsorship required

PROFESSIONAL EXPERIENCE

OneHouse Arts – Monterey Park, CA

August 2024 – Present

Art Teacher/Event Specialist

- Delivered 30+ engaging art workshops in Japanese-style soft pastel (Nagomi Art), enhancing creative learning and community engagement across multi-generational groups
- Led planning, promotion, and on-site logistics for 10+ public and private events, supporting brand awareness through experiential marketing and interactive experiences

SAESHE Inc. – Los Angeles, CA

January 2024 – January 2026

Chinese Bilingual PR Intern

- Designed 50+ digital content for LADPW; developed responsive websites for TATLA, RivcoConnect, and Casual Sipper by authoring CMS content to ensure cohesive UX/UI and brand alignment across government, commercial, and lifestyle sectors
- Composed 40+ event recap reports for LADPW and EDD with data insights and recommendations; coordinated logistics with cross-functional teams and partners; translated 70+ multilingual outreach materials to boost AAPI engagement; developed a stakeholder CRM to support targeted, culturally responsive outreach strategies

MomieGo App – Los Angeles, CA

December 2023 – March 2024

Intern

- Built and launched a WordPress site with SEO-optimized content by developing website layouts, authoring narratives about the company and founder, and creating website blog content to promote parental wellness and enhance brand storytelling
- Executed research to explore 20+ potential collaboration partners, including baby food and product companies, online parent forums, and wellness organizations, to expand opportunities to support co-branded marketing campaigns and user growth

TATA PR – Los Angeles, CA

November 2023 – February 2024

Fashion PR Intern

- Monitored and tracked 50+ pulls and returns from stylists, celebrities, and editorial inventories by photographing the selected clothes; labelling albums for each project; documenting the pulls and returns; and inspecting the returned pieces for any visible damages
- Greeted in coordinating showroom visits and VIP experiences by addressing stylist inquiries; provided brand recommendations tailored to projects, including red carpet appearances, music video shoots, and private events such as baby showers

Great Harvest Company Limited – Hong Kong

July 2023 – August 2023

Event Coordinator

- Drafted speeches for 2 keynote speakers at a banquet with over 1,000 guests to engage the audience and regulated event logistics by collaborating closely with 25 stakeholders, involving internal staff, venue representatives, emcees, and photographers
- Structured an event rundown comprising 7 parts of activities, diverging from Chairman's speech, toasting ceremony, prizes presentation, lucky draw, and game sections; and manage a team of 10 colleagues to ensure smooth event execution

Global Innovation Alliance Limited – Hong Kong

June 2021 – June 2022

Digital Media Supervisor

- Produced 20+ marketing videos and social content for F&B clients, resulting in a 30% sales boost post-campaign
- Directed cross-functional production teams and client communications to improve efficiency and brand alignment; oversaw digital campaign execution across YouTube, Instagram, and Facebook, incorporating analytics to guide storytelling and content performance

12F Studio Company Limited – Hong Kong

September 2020 – May 2021

Digital Media Coordinator

- Headed an athlete management project by drafting management agreements between 9 athletes and the management firm; negotiated between corporate partners' job requirements and athletes' expectations, including 2 athletes with 100,000+ followers
- Launched and hosted 3 YouTube series, increasing channel subscribers from 5,000 to 9,000 (80%) and expanding audience reach

EDUCATION

University of Southern California, Annenberg School of Communication & Journalism – Los Angeles, CA August 2022 - May 2024

Master of Arts in Public Relations and Advertising

- Cumulative GPA: 3.89/4.0
- Coursework: Advanced Audience Insights Mining, Multimedia Content Creation for Brand Storytelling I & II, Storytelling with Data Intelligence, Persuasive Writing, Business and Economic Foundations for Communicators, Lifestyle PR, Personal Branding, Communication in the Luxury Fashion Industry

The Hang Seng University of Hong Kong – Hong Kong

September 2016 - May 2020

Bachelor of Journalism and Communications, major in Corporate Communication

- Coursework: Communication Research Method, Persuasive Communication, Conflict and Negotiation, Campaign Planning and Management, Crisis and Issue Management, Campaign Planning and Management, Global Marketing

SKILLS

Languages: English (Fluent), Cantonese (Native), Mandarin (Fluent) **Tools:** WordPress, Wix, Google Ads, Adobe Premiere Pro, Illustrator, Photoshop, Canva, Microsoft Office Suite **Skills:** Press Release Writing, SEO, Social Media Strategy, Content Creation, Campaign Planning, Stakeholder Engagement, Event Coordination, Multimedia Storytelling, Influencer Marketing, Public Speaking, Analytics & Reporting