

# CHOW Chun Hei, Thomas

Graduate specialized in creative media and advertising



Personal Portfolio:  
<https://thomaschow.net/>

## CONTACT

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Garden, No.48, Mid-Levels, HK

## SKILLS

### Technical

- Adobe Creative Suite
- Adobe XD
- DaVinci Resolve
- AVID ProTools & Media Composer
- Google Analytics  
(with Individual Qualification issued)
- Google Ads
- Facebook Ads
- CMS/WordPress

### Skills

- Multimedia Production
- Illustration and Design
- Video Pre Production
- Non-linear editing
- Cinematography & Photography
- Colour Grading
- Copywriting
- Social Media Community Management
- Social Media Analytics

## LANGUAGE

Chinese (Cantonese)

(Native)

Chinese (Mandarin)

(Fluent)

English

(Fluent)

## EDUCATION

SEP 2016 -

JUN 2021

Shatin, HK

### The Chinese University of Hong Kong

- B.B.A. in Integrated BBA (Concentration - Marketing)
- Bachelor of Social Science in Journalism and Communication (Creative Media and Advertising) with First-class Honours

JAN 2019 -

JUN 2019

Chapel Hill, NC

The United States

### The University of North Carolina at Chapel Hill

- Study abroad programme in Business Studies (Entrepreneurship and Global Marketing) & Communication Studies (Advertising and Public Relations): major in Creative Strategy & Account Management, Design Thinking

## WORK EXPERIENCE

APR 2021 -

Present

LCK, HK

### Junior Video Specialist & Creative Intern | Plate Creations

- Planned the launch and curated materials for social media platform
- Assisted in various video production projects as production assistant
- Edited videos for M+ Museum Project and update site of Plate Creations Limited

JUL 2020 -

AUG 2020

Kwun Tong, HK

### Creative Intern | Leo Burnett Hong Kong

- Planned and executed creative collaterals for insurance company and local airlines
- Conducted copywriting and art direction work for campaign ads and TVC
- Conducted research on Generation Z user behaviour on new social media platforms

JAN 2020 -

MAY 2020

LCK, HK

### Storytelling Intern | Teach For Hong Kong

- Planned and executed creative collaterals on TFHK's Social Media Platforms
- Conducted directing work and copywriting for social media videos
- Worked on post-production for multimedia contents and design static images

SEP 2018 -

AUG 2021

Shatin, HK

### Coordinator (Video Production) | CUHK Business School

- Planned and executed on creative plans for promotion videos for IBBA programme
- Assisted in video scripting and pre & post-production of promotion videos
- Managed Social Media Page of CUHK Business School - Undergraduates

JUN 2019 -

AUG 2019

Quarry Bay, HK

### Digital Intern | Weber Shandwick

- Managed of clients' social media accounts (FB, Instagram, Weibo & WeChat)
- Proposed digital solutions to clients in banking, educational, F&B & public relations fields
- Managed clients' CMS and support creatives & copywriting in clients' projects

JUN 2018 -

AUG 2018

Kwai Chung, HK

### Marketing Communications Intern | Hong Kong Broadband Network

- Created and Execute social media promotions on HKBN Facebook and Instagram Page
- Assisted in marketing campaigns in Global Phone and shop promotions
- Provided solutions to improve retail and customer in-shop experience

## EXTRA CURRICULAR ACTIVITIES

SEP 2016 -

JUL 2021

Shatin, HK

### Senior Student Ambassador & Social Media Team Member | CUHK

- Organized ice-breaking and orientation activities for high school participants
- Introduced CUHK to secondary school students in reaching out events
- Achieved "Certificate of Internship" in 3 consecutive years in recognition of contribution

SEP 2018 -

JUN 2019

Shenzhen, CN

### Marketing Director | Hult Prize Greater Bay Innovation Challenge 2019

- Led marketing department for the production of multimedia contents
- Created promotional plans and worked on marketing events with CUHK(SZ)
- Managed onsite hackathon ad-hoc situations and liaised with local media

SEP 2016 -

JAN 2018

Shatin, HK

### President | The Society of Business Administration, CUHK

- Managed events and act as leader in organizing the society's events
- Assisted in the events organized by the Undergraduate Office, CUHK Business School
- Maintained good relationship with both internal and external student organizations

## ACHIEVEMENTS & AWARDS

SEP 2016 -

AUG 2021

Shatin, HK

### Merit | MTR Innovate Festival 2019

- Acted as Creative team for MTR Interactive ad placement for Imperial Patisserie
- Filmed social media videos for both online and offline local advertisement campaign

SEP 2016 -

AUG 2021

Shatin, HK

### 1<sup>st</sup> Runner-up | Hong Kong Shared Good Values Case Competition 2018

- Formulated feasible plans to scale up recent social venture project of AAHK - Extra Mile
- Proposed airport event ideas to retirees for post-retirement employment

## OTHER EXPERIENCE

NOV 2017 -

Present

Shatin, HK

### Assistant Director | Mudland Limited

- Assisted in various music video production (HKCO, Callstar, etc.)
- Drafted production schedules and organized the shot rundowns
- Handled ad-hoc production tasks and assisted in art department