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Summary of Qualifications

Migrated to Australia in May 2005. I am now a self employed translator and interpreter. Before starting my own business, I worked in the University of Tasmania, taking up administrative positions in the University Department of Rural Health and the School of Nursing and Midwifery between 2005 and 2011.

Prior to moving to Australia, I had over 18 years of solid experience in the public relations field in Hong Kong and profound understanding of the market environment in Hong Kong and China. Work has ranged from professional public relations firms to in-house public affairs departments of some of the largest public companies in Hong Kong. Responsibilities have included the full range of public relations activities from media and community relations, strategy and program development, issue and crisis management, corporate website development, advertising, event organisation, publication and administration. Many of my projects have won regional and international awards. A brief but valuable experience heading up a strategy team to improve customer service and communications in a power utility offered me a broad management perspective in customer service, anticipating the needs and managing expectation of the customers. Fully conversant with PC usage as well as associated software in both English and Chinese. A hands-on manager.

Also an accredited English to Chinese translator of the National Accreditation Authority for Translators and Interpreters (NAATI), Australia.

Working Experience in Australia

Mega Wisdom

Responsibilities : Owner, providing English and Chinese translation, interpreting and editing services

Existing major clients : *2014 – present* Editorial Assistant, *Curriculum Perspectives*, quarterly journal of the Australian Curriculum Studies Association

2013 – present Editorial Assitant, *Journal of International Social Studies*, the official publication of the International Assembly of the National Council for the Social Studies

- 2012 – present Editor (with Eleanex Certification), Eleanex (www.eleanex.com). Involved in translation works for Microsoft, Conduvis, Diskeeper, Jabil, Anantara and more.
- 2010 – present Editorial Assistant, *The Social Educator*, official journal of the Social Educators' Association of Australia
- 2007 – present Freelance copy editor, University of Tasmania
- 2007 – present Outsourced translator and copywriter, Hong Kong Institution of Engineers
- 2006 – present Outsourced translator and copywriter, UL Hong Kong

June 2010 – June 2011

School of Nursing and Midwifery, University of Tasmania

- Title : Administrative Officer
- Reporting to : Senior Executive Officer
- Responsibilities : Develop a new website and take care of data migration from the old website to the new one
- Maintain and update the school's website
 - Market the school's courses, events and activities
 - Provide support to the school's teaching and learning activities
 - Provide student support
 - Provide support to the Head of School and Senior Executive Officer

August 2005 – June 2010

Department of Rural Health, University of Tasmania

- Title : Marketing and Communications Coordinator (Oct 2005 – Jun 2010)
- Reporting to : Executive Officer
- Responsibilities : Develop, organise and market monthly public seminars and invite speakers from the health professions and academia
- Publish a bi-monthly Rural Health Bulletin/E-Bulletin. Tasks include: editorial planning, writing articles, editing, proofreading, bulletin design (using Adobe InDesign) and liaising with printers
 - Develop and implement media, marketing and communications activities, including electronic, print and web-based media
 - Develop and implement marketing plan for Health Informatics course (aiming at student recruitment). Tasks include: advertising plan and implementation, production of program brochure, soliciting free editorials

- Update and develop department website (using Dreamweaver and FCMS) and compile web guidelines and strategy/procedures
 - Develop, plan and market short-term and event-based rural health projects and conferences
 - Liaise and consult with internal and external rural health stakeholders in relation to communication needs of potential and existing projects
 - Assist the Executive Officer with the review and implementation of internal policies and procedures, in particular communication and marketing policy and procedures, and policies related to the Department's presence on the web
 - Liaise with UTAS Public Relations & University Extensions office to ensure appropriate content and timely release of UDRH information
- Title : Administrative Officer (Aug - Oct 2005)
- Reporting to : Administrative Coordinator
- Responsibilities : Provide administrative support services for the staff of the department
- Provide advice and interpretation to staff on administrative matters
 - Provide personal assistant functions to department director
 - Organise workshops and meetings
 - Provide general clerical support
 - Provide administrative support and services to projects and programs
 - Assist in training of staff in the use of relevant software packages

Working Experience in Hong Kong

January 2005 – May 2005

Lingnan University (www.ln.edu.hk)

Company Nature : University providing a liberal arts education in Hong Kong

Title : **Public Affairs Director**

Reporting to : President

Responsibilities : Supervise a team of five and responsible for brand building and marketing promotion for the university.

- Develop and implement branding programs
- Develop and implement the university's communications programs, such as press conferences, seminars, special events, sponsorship, advertising, corporate literature and

documentaries

- Handle media enquiries and serve as a spokesperson
- Issues management and crisis communications management
- In charge of the editing and production of the university's annual report and three newsletters for external stakeholders, secondary school students and staff
- Review the existing organisation structure, introduce BPR and other quality/ productivity enhancement systems and programs, initiate change in the department

August 2004 – December 2004

Sun Hung Kai Properties Limited (www.shkp.com.hk)

Company Nature : A conglomerate with core business in property development (A Moody's A1 rating company with an asset worth of over US\$17 billion)

Title : **Deputy Manager – Corporate Communications**

Reporting to : Head of Group Corporate Communications

Responsibilities : Supervise four teams, namely publicity, publications, customer services and production, with 18 staff in total.

- Develop and implement corporate branding program, including leading a benchmarking exercise
- Develop and implement corporate communications programs, such as press conferences, seminars, special events, sponsorship, advertising, publications and documentaries
- Handle media enquiries and serve as a company spokesperson
- Issues management and crisis communications management
- In charge of compilation and production of 2003/04 annual report
- In charge of three quarterly newsletters for investors, SHKP Club members and staff.
- Supervise the customer service team which operates a hotline and maintain an internet forum
- Supervise a production team of designers and photographers
- Review the existing organisation structure, introduce quality and productivity enhancement systems and programs, initiate change in the department

September 2002 – July 2004

A-World Communications Ltd (www.a-world.com.hk)

Company Nature : PR Consultancy

Title : **Managing Director**

Reporting to : Chairman

Responsibilities : Supervise two consultancy teams (one on public affairs and one on integrated communications) and responsible for the agency's bottom line.

- Manage the client services teams
- Management responsibility over profit and loss, business development, staff development, and management systems.
- Specialise in public affairs and regulatory affairs clients, including: HK Exchanges & Clearing, Hactl, HK Beverage Association, English Schools Foundation, Effem Foods.
- Provide counsel to clients on:
 - Media strategy
 - Communications/ lobbying strategy
 - Stakeholders relations
 - Crisis management
 - Creative program ideas
- Provide implementation support to clients on:
 - Lobbying activities
 - Stakeholders networking activities
 - Crisis communications
 - Media activities, such as press conferences and press releases
 - Events and projects (such as HK Disneyland groundbreaking ceremony)
 - Website development
 - Writing and editing
- Clients served included: HK Exchanges and Clearing (which owns and operates the only stock exchange and futures exchange in Hong Kong and their related clearing houses) , Hactl (the world's leading international air cargo terminal operator), Hutchison Port Holdings (the world's leading port developer and operator), Real Estate Developers Association, HK Beverage Association, Walt Disney, CLP (Hong Kong's leading power utility), KCRC (Hong Kong's only railway owner and operator), Towngas (Hong Kong's leading gas supplier), 3M, Effam Food (a subsidiary of Mars), Hongkong Land, English Schools Foundation

July 2001 – July 2002

Golin/Harris International Limited (www.golinharris.com.hk)

Company Nature : PR Consultancy

- Title : **Director**
Reporting to : Executive Director
- Responsibilities : Specialise in corporate affairs and public affairs practices.
- Provide counsel to clients on:
 - Media strategy
 - Communications/ lobbying strategy
 - Stakeholders relations
 - Crisis management
 - Corporate branding
 - Provide implementation support to clients on:
 - Lobbying activities
 - Stakeholders networking activities
 - Crisis communications
 - Media activities, such as press conferences and press releases
 - Writing and editing
 - Lead trainer in media training for Philip Chen, Chief Executive of Cathay Pacific Airways
 - Clients served included: Hongkong Electric, Mirant (formerly Southern Energy in US), Works Bureau of Hong Kong Government, CLP, Towngas, Hallmark, Ocean Park, Cathay Pacific Airways, Cookson Electronics, Kimberly Clark, Community Chest

December 1995 – June 2001

CLP Power Hong Kong Limited (www.chinalight.com)

- Company Nature : Electricity utility (Largest electricity service provider in Hong Kong, serving 2 million customer accounts. Also investor and operator of Yallourn Energy, Victoria, Australia)
- Title : **Communication Resources Manager** (Jun 1999 – Jun 2001)
Reporting to : Group External Affairs Manager
- Responsibilities : Supported by 10 professional staff, including an editorial and design team and a translation team, head up an independent unit to plan and implement corporate communication, image building and community communication programs.
- Serve as a corporate spokesperson
 - Handle media enquiries, media interviews and responsible for building up a good media relations
 - Pro-active management of issues. Actively involved in early development of corporate events and provide PA input on target group communication, event packaging and

- management of expectation
- Crisis communication management (e.g., system emergencies, occupational safety, staff issues)
- Provide public relations counsel, support and services to internal customers
- In charge of corporate website development and set policy and standards
- Develop and implement public relations programs, such as press conferences, seminars, exhibitions, trade fairs, special events, sponsorship, advertising, publications and documentaries
- Plan and build PA related databases, such as dossier of government officials and influentials and contact history, surveys and image tracking, corporate archives, libraries
- Member of task forces at corporate level to develop new ventures and services for the company

Title : **Customer Services Strategy Manager** (Mar 1998 – Jun 1999)
Reporting to : Business Development Manager

Responsibilities : Lead a team of 6 senior officers and officers to develop strategic plans for the customer services functions and to integrate know-how and resources from other related functions, e.g., corporate planning, management system, finance and treasury, in the Company in enhancing service standards and productivity.

Major projects developed and launched include bill payment collection service by Hong Kong Post, bill payment via Jetco and HSBC ATM networks, customer services on the internet, Braille bills and sign language services. These projects have resulted in substantial savings or better service or both.

- Research into best market practice, customer needs and behaviours, new technology and management systems and institutionalise valuable learning into existing systems for continuous improvement in both productivity and service standard
- Drive and initiate the setting of performance standards to monitor and improve customer services
- Develop and manage surveys to gauge feedback from external customers and internal customers (e.g. front-line functions). Evaluate findings and make strategic recommendation for improvements on service standard
- Conduct audits on operations to measure performance and efficiency and to make improvement recommendations
- Maintain active dialogue with key customers and concern groups such as district boards, Consumer Council, for

suggestions on service improvement and establishment of long term rapport

- Title : **Assistant Public Affairs Manager** (Dec 1995 – Mar 1998)
Reporting to : Public Affairs Manager
- Responsibilities :
- Develop PR plans for internal departments; plan and implement interaction programs for opinion formers; organise publicity activities and special events, such as press conferences, plant visits, receptions, exhibitions, etc.
 - In charge of the sponsorship and donation activities and budget
 - Develop corporate image campaigns
 - Supervise advertising agencies and suppliers and monitor progress and quality of print and video productions
 - Prepare and publish press releases and corporate literature, such as annual report, company brochure, staff newsletters, etc.
 - Handle media enquiries and serve as a company spokesperson
 - Pair up with another Assistant Public Affairs Manager to head a team of 10 staff

February 1992 - November 1995

Wheelock Properties Limited (www.wheelockcompany.com)

Company Nature : Property development, sales, leasing and management, with a landbank of 2 million sq. ft. GFA

Title : **Manager - Public Relations**

Reporting to : Managing Director

Responsibilities : Create a new PR department and in charge of the Public Relations and Communication Division, leading a team of 5, including an assistant manager.

Corporate Communications Area

- Develop corporate and product PR strategy and plans
- Media relations
- Assist in investor relations activities such as news bulletins, presentations for fund managers, site visits for bankers, etc.
- Prepare and publish corporate literature and press releases
- Organise corporate functions and special events, e.g. media visits, community events, exhibitions, anniversary celebrations, etc.

Marketing Communications & Sales Area

- Budgeting and cost control for marketing programs

- Formulate advertising, promotion and sales strategy
- Supervise all advertising, print and production projects (annual advertising and promotion expenditures of US\$4 – 5 million.)
- Market research and analysis
- Product development and planning

China Business Area

- Set up a Marketing Communication and PR Division in Guangzhou
- Develop in-house market research capability with marketing and sales team
- Develop corporate and product PR strategy and formulate plans
- Establish and maintain media relations

August 1990 - August 1991

Bentley DDB Needham Public Relations

Company Nature : Public relations consultancy

Title : **Associate Account Director**

Reporting to : Managing Director

Responsibilities :

- In charge of the Institutional Accounts Team; major retainer and project clients include: Sun Hung Kai & Company, Hong Kong Chinese Bank, K. Wah Properties, Wong's Kong Kin International, Hong Kong Seibu, ATV, Hutchison Telephone, Singapore Government/ Singapore Tourist Promotion Board
- Responsible for new client development and allocation of resources
- Develop PR and marketing plans for clients; organise activities such as promotional and special events, press conferences, receptions, seminars, exhibition and advertising
- Prepare and publish corporate literature for clients, e.g. annual reports, newsletters, corporate brochures, marketing brochures and technical brochures
- Handle media relations and activities on clients' behalf

July 1989 - August 1990

The Community Chest of Hong Kong (www.commchest.org)

Company Nature : Charity and community services organisation

Title : **Senior Public Relations Officer**

Reporting to : Marketing Manager

- Responsibilities :
 - In charge of the Public Relations Department; accountable for planning, budgeting and cost control
 - Plan and implement multi-media advertising and promotion campaigns
 - Liaise with commercial corporations for joint promotion ventures
 - Provide marketing communication support to fund-raising campaigns
 - Build up and maintain media and community relations

May 1987 - July 1989

Hong Kong Economic Times/ Adsale People Limited

(www.hket.com.hk)(www.adsale.com.hk)

Company Nature : Newspaper publisher
Trade promotion - Exhibition, publication, advertising and media representation services

Title : **Public Relations and Promotion Executive**
Reporting to : General Manager

- Responsibilities :
 - In charge of the Public Relations and Promotion Department
 - Plan and implement multi-media advertising campaigns
 - Organise corporate activities, such as seminars, press conferences, cocktail receptions, exhibitions, etc.
 - Prepare and publish corporate literature
 - Provide marketing support to boost circulation and advertising sales of the Newspaper

December 1986 - March 1987

Burson-Marsteller Hong Kong

Company Nature : Public relations consultancy

Title : **Chinese Copywriter/ Translator**

- Responsibilities :
 - Write Chinese copies
 - Translate English copies into Chinese

Education and Training

- 2002 Executive MBA (Dean's List)
Chinese University of Hong Kong
- 1999 British Council Chevening Business Scholar – Certificate in Business Administration, University of Warwick, UK
- 1997 Senior Staff Development Program No. 1, Government of Hong

Kong Special Administrative Region

- 1994 Master of Arts in Translation (English and Chinese)
Chinese University of Hong Kong
- 1986 Bachelor of Arts - Major in Geography, Minor in German
University of Hong Kong

Other Qualifications

- 2006 Accredited Translator (English to Chinese), National
Accreditation Authority for Translators and Interpreters,
Australia
- 2005 Grade Three Level A, Certificate of Proficiency in Putonghua
(Mandarin), The State Language Commission of China
- 2002 Member, Beta Gamma Sigma (Beta Gamma Sigma is the honor
society serving business programs accredited by The
Association to Advance Collegiate Schools of Business.)
- 1999 International English Testing System (Academic)
Overall: Band 8
Listening: Band 9
Reading: Band 7.5
Writing: Band 8
Speaking: Band 7

Community and Voluntary Services

- 1994 - March 1997 Chairperson of Publicity Sub-committee and a board director of
Hong Kong Council of Early Childhood Education and Services
(CECES), a local Hong Kong charitable organisation.
- 2007 – Present Publicity Officer, Launceston VDC – Smallbore and Air Rifle
Club
- 2009 Volunteer, Older Persons Electronic Network, Launceston
- Nov 2009 – Mar Chairperson, Organising Committee for the inaugural
- 2010 Launceston Chinese New Year Festival Celebration (a joint
promotion activity between the Launceston Chinese
Association and CityProm)

Languages

Fluent in English, Cantonese and Putonghua (Mandarin), both written and oral. Some knowledge of German.

References (to be provided on request)