

Hoi Lam Kwok

Bilingual customer service

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Languages

Mandarin

Cantonese

English

About

With a rich background in customer service and publicity, I excel at creating memorable retail experiences. Fluent in English and Chinese, I swiftly adapt to new environments, ensuring exceptional service. Experienced in client help, complaint handling, and store maintenance across various high street fashion categories.

BRANDS WORKED WITH

AXO Student Living

CLP Power Hong Kong Limited

Ripple Soft Limited/

Television Broadcasts Limited (TVB)

Wonderful Sky Financial Group

Experience

● New Media Operator

Ripple Soft Limited/ | Mar 2023 - Jan 2024

- Operate multimedia platforms, including content planning, writing, and publishing, resulting in a 30% increase in online engagement within the first three months.
- Cooperate with new products released on different media platforms, including TikTok, FaceBook and Instagram.
- Collaborate with cross-functional teams to develop and execute marketing campaigns.
- Help to set up a new subsidiary company and promote it through online and offline events.



● Sales Executive/ Bilingual Customer Service Advisor

AXO Student Living | Aug 2022 - Mar 2023

- Dealt with phone calls and emails by using English and Chinese.
- Performed administrative and clerical support duties.
- Handled enquiries and complaints.

● Publicity Officer

Television Broadcasts Limited (TVB) | Sep 2019 - Jan 2021

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- Prepared PR materials including press releases, MC scripts, rundowns and publicity plans. Cooperated with different vendors such as audio team, production team, designers and reporters. Maintained rapport relationship with media and crafted press releases for distribution to targeted media.
- Brainstormed, organized and launched PR events for TV programs, including dramas and Charity shows.

● Customer Relations Officer

CLP Power Hong Kong Limited | Jun 2018 - Aug 2018

Processed application and updated details on the

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- system. Managed high-volume customer queries and complaints simultaneously with excellent customer service through effective multi-tasking.



● Wonderful Sky Financial Group | Aug 2017 - Sep 2017

- Worked closely with clients and tailor-made marketing plans for them.
- Helped to build client's reputation through media platforms.

● Publicity Officer

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- Supervised marketing content production and consistently met campaign targets.

- Established strong social media presence to increase exposure.
- Edited videos for digital distribution from strategy to shooting, to post-production by using Adobe creative cloud.
- Lead the team to win HKMA silver awards and 4 special award

Education & Training

2016 - 2019 ● **University of Kent**

Bachelor of Cultural Studies and Media,