



Meimei, Lam Ka Mei

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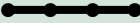
Rm220, 2/F, Fook Wai Hse, Sun Tin Wai Estate, Tai Wai, N.T.

I am a communication student who is passionate about public relations & advertising and media industry. I am interested in studying social phenomena using social media and create creative content.







Skills

- A good team player
- Able to work independently
- Strong communication skills
- Copy writing Skill

Language

- Cantonese 
- Putonghua 
- English 

Software

- MS PPT 
- MS Word 
- MS Excel 
- Adobe AI 
- Adobe PS 
- Adobe PR 

Education

- **Bachelor of Communication in Public Relations and Advertising, HKBU, 2019 - Present**
Dean's list in Semester 2, 2019/20 & Semester 1, 2020/21
- **Associate degree of Creative Communication College of International Education, HKBU, 2017- 2019**
Graduated in President's Honour Roll

Working Experience

- **Part-time Marketing Intern, Ufinance Hong Kong Limited**
Responsible for Content Writing, Blog Banner Design, SEO backlink Tasks & Email Marketing, Schedule social media posts, Contact for partnership collaboration and Campus sponsorship for university societies
- **Part Time Advanced Salesperson, Uniqlo Hong Kong Limited**
Provide Customer Service, Responsible for Merchandising

Extra Curricular Activities

- **The President, Communication Union, College of International Education, HKBU, 2018- 2019**
Leading the team and allocate duties to members, Create Content and contact with sponsorships, Organised activities for communication students: Orientation day camp, PR seminar of Real Ting, Yes! School Tour 2018
- **Public relations officer, Air ranger (Skymaster Units), Hong Kong Girl Guide Association, 2017- 2018**
Representative to HKGGA Rangers' annual meeting, Reminding meeting schedule to team member

Project/ Competition

- The Champion, Social media audit competition, HKBU, Sponsor by uMax Data, 2020
Utilize DiVoMiner® to do research for the clients and create a social media campaign
- The Champion, Principle and Practices of Public Relations and Advertising Presentation, Division of Communication, College of International Education, HKBU, 2018
Analysis of the clients and create a set of IMC campaign

Award

- Ten Pao Group Holdings Limited Scholarship, Ten Pao Group Holdings Limited 2020/21
- 2020 COMS e-Learning Scholarship, Department of Communication Studies, HKBU, 2020/21
- Outstanding Performance Scholarship, HKSAR Government Self-financing Post-secondary Scholarship Scheme 2018/19

Instagram Profile



Blog feeds @ufinance

BLOG

【迷信師請入】
去得廟街不得不去睇相占卜!
睇相占卜!
uFinance幫你占卜👉

Like & Share Ignore

UFINANCE

【迷信師請入】去得廟街不得不去睇相占卜!
<https://bit.ly/2QWbGrN>

BLOG

【Oppa卡芝麻】
四套必睇熱門韓劇
인기 한국 드라마 추천 4 세트
當你通頂睇韓劇睇到好眼瞓
但依然想繼續睇落去

UFINANCE

【Oppa卡芝麻】四套必睇熱門韓劇!
<https://bit.ly/2Of8gQ0>

Online blog feeds

This is all about my creative ideas in the aspect of public relations, social trends and social media content creation.

#Mywords #Mylife



Event Experiences



我曾為傳理學會「薪傳」的主席，為傳理系新生籌備以「密室脫逃」為主題的Commu Oday。當日精彩的活動除了集體破冰遊戲，城市獵人外，參賽者還須要透過小遊戲，獲得題示解開密室迷題，贏取終極大獎。活動最後我們更邀請了樂隊Shuttle Busk 表演。全場氣氛非常熱鬧，師兄師姐和新生打成一片，為year one 同學的校園生活揭開序幕。



成功邀請丁子高先生分享寶貴的公關經驗，可以說是上莊時一個非常難忘的經歷。這次是丁先生第一次答允到大專院校分享。同學們反應熱烈，獲益良多。



我們邀請了本地網上媒體工作者「男人eetv」的三位成員為我們分享在新媒體工作的點滴累積。同為浸會大學畢業生的三位師兄，曾在不同的媒體工作單位任職。除了分享成立頻道的辛酸趣事外，更為同學分享以往工作的經驗，提醒同學要好好準備自己適應世代轉變，參與同學表現雀躍。

Copy Writing Works

Hershey's Kisses Chocolates

Product truth:

通常口痕或者心情唔好嘅時候
就會想食下甜嘢，例如朱古力

Campaign Big Idea: 苦中一點甜

Tagline: 生活有幾苦，朱古力就有幾甜。

Tone: Mean, 無奈

希望藉住描寫現實生活嘅無奈，
令觀眾有共鳴感，搏君一笑。



About Pandemic

一個月無得出街，
兩個月無得出街，
三個月無得出街，
到底幾時先有得出街？



生活有幾苦，
朱古力就有幾甜。

About Work Over Time

「搞掂！食碗麵！」
「咪住！做埋佢先好走！」



生活有幾苦，
朱古力就有幾甜。

About Love

「我男朋友又講大話呢我！」
「我男朋友又點我去做家務！」
「我男朋友又同班friend睇波！」
「我無男朋友。」



生活有幾苦，
朱古力就有幾甜。

Play with the environment (Instagram ad)

又reply左人地story無覆你？



生活有幾苦，
朱古力就有幾甜。