



WING SZE KITTY LO

Communications and
Engagement Coordinator

SCAN OR
CLICK ME
Portfolio Website

CONTACT

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EDUCATION

The University of Manchester

Business Management &
Japanese Studies (BA Hons 2:1)

September 2016 – June 2020

Kanagawa University (神奈川大学)

– Study Abroad in Japan

September 2018 – August 2019

Notre Dame Sixth Form College

September 2014 – June 2016

A Levels – B, B, B

Pudsey Grange High School

June 2009 – June 2014

10 A* - C GCSEs (Including English,
Math, Science)

ABOUT ME

Dedicated professional with 2 years of experience in event management, marketing and administration. Skilled in producing a range of marketing content, managing knowledge transfer projects and events, fostering community engagement, network building, and spearheading successful initiatives for Digital Futures, The University of Manchester Research Platform. Committed to skillset and knowledge development through mentorship, networking and self-study.

EXPERIENCE

Communications & Engagement Coordinator

Research Platforms - Digital Futures, The University of Manchester
January 2024 - Current

- **Management of event design, development and delivery** for various theme workshops and thought leadership and conference events. This comprises logistic planning, budgeting, marketing and post event analysis and evaluation.
- **Leads on developing and delivering internal and external communication strategies** and materials such as email communications (Mailchimp) and tailoring the text to internal and external audiences of 1700+ people as appropriate to the event.
- **Produce compelling creative content and marketing collateral** using Adobe Creative Suite and Canva, for social media, branding, brochures, websites and to create logos.
- **Leading community engagement activities** (newsletters, social media campaigns, surveys, community report analysis), I am fostering a thriving online presence. The LinkedIn channel saw a 33% follower increase and a 200% surge in engagement in March 2024. Additionally, I achieved a 14% growth in the Mailchimp community for Digital Futures.
- **Providing strategic initiative and ownership** for the development and maintenance of Digital Futures themes, including Digital Trust and Security, which has a community of 1600+ people.
- **Recruiting and training new colleagues**, ranging from being an interview panellist, onboarding support and providing supervision of graduate interns and new colleagues.
- **Networking** with relevant stakeholder groups to develop a growing set of contacts to aid the development of Digital Futures theme communities and foster interdisciplinary relationships and collaboration.

Administrator

Research Platforms - Digital Futures, The University of Manchester

September 2022 - January 2024

- Worked with senior colleagues such as the President of The University, to provide meeting service and managing (online and in-person) 2 Management Boards, 2 Strategic Advisory Boards, and theme/challenge area meetings.
- Provided efficient administrative support to the team, ensuring smooth daily operations.
- Managed and supported virtual and physical events, including managing a staff network, which has 100+ members and meets online and in-person bi-monthly and Digital Trust and Security seminar series.
- Appointed main point of contact and administrative support for 3 Research Platforms.
- Managed venue, accommodation and travel bookings.
- Managed annual reports for The Alan Turing Institute.
- Maintained finance and inventory management and reports, database, and CRM management.
- Website management (T4).

Communications, Events, and Project Intern

Research Platforms - Digital Futures & Sustainable Futures, The University of Manchester

October 2021 - September 2022

- Led on preparation and dissemination of communications to internal and external audiences.
- Appointed main point of contact and administrative support for 2 research platforms.
- Managed social media management of 4 Twitter accounts, 2 LinkedIn pages, and 2 YouTube accounts.
- Managed CRM records and updated databases.

Operational Specialist (Part time)

Invisible Technology

February 2021 - February 2022

- Used my Japanese language skills to assist restaurants with onboarding to DoorDash's platform.
- Used the Japanese language to leverage operational tasks and brought the life to the Japanese restaurants' online presence.
- Contributed to the development and improvement of the team's operations with critical thinking.

ACTIVITIES & INTERESTS

Volunteering for a rising musician in the rap scene (Rapstar Sandy)

June 2023 - Present

- Digital Marketing: Including social media content management & communications for an 11,000 followers Instagram account.
- Brand management
- Marketing strategy, planning, and implementation
- Provided on-site support for music video shoot and facilitated planning and delivery of the completed product.
- Utilises information dissemination skills to help promote music video to where it now sits at 202k YouTube views.
- Creative input to music videos, branding, and style.

LANGUAGE

- English (Native)
- Japanese (Intermediate)
- Chinese Cantonese (Fluent)

SKILLS

- Project/Event Management (Trello)
- Web Design and Management (T4)
- Creative Content Creation (Canva, Adobe Suite)
- Email Marketing (Mailchimp)
- Microsoft Package (Excel, Word, Powerpoint)
- Social Media Management (X.com/Linkedin)