



# WING SZE KITTY LO

Communications and  
Engagement Coordinator

SCAN OR  
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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 3 years of experience in event and project management, marketing, and administration within academia, AI, and tech sectors. Skilled in producing diverse marketing content, managing knowledge transfer projects and events, fostering community engagement, building networks, and spearheading successful initiatives for Digital Futures at The University of Manchester Research Platform. Committed to continuous 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

- **Managing event design, development and delivery** for various online & in-person events, including workshops, roundtables, networking and conference events. This comprises logistic planning, budgeting, marketing and post event analysis and evaluation.
- **Leading 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.
- **Producing compelling creative content and marketing collateral** using Adobe Creative Suite and Canva, for social media, branding, brochures, websites and 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 June 2024. Additionally, I achieved a 14% growth in the Mailchimp community.
- **Directing external stakeholder engagement and strategic partnerships.** Spearheaded strategic partnerships with industry leaders, eg Nvidia and Epic Games, driving collaborative initiatives and successfully executing comprehensive action plans. This includes developing summer schools and engagement workshops.
- **Providing strategic initiative and ownership** for the development and maintenance of Digital Futures themes, including Digital Trust and Security, growing the community size from 900 to over 1600 members.
- **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 & Wordpress).

## 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.

## VOLUNTEERING

### Voxelo, Nuvelica (Tech Start Up)

June 2024 - Present

Supporting the Founder to develop his start up company and to bring the product to the market.

Current priority responsibilities includes:

- Venture angel and capital search
- Preparations for investment pitches
- Company Development Support
- Website Design & Content Creation

### Rapstar Sandy - Raising Rap Musician in London

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
- On-site support for music video shoot and events
- Creative input to music videos, branding, and style

## LANGUAGE

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

## SKILLS

- Prince2 (Agile) Qualification
- Project/Event Management (Trello)
- Web Design and Management (T4 & Wordpress)
- Creative Content Creation (Canva, Adobe Suite)
- Email Marketing (Mailchimp)
- Microsoft Package (Excel, Word, Powerpoint)
- Social Media Management (X.com/Linkedin/Youtube/Facebook)