



Adlena Wong

Global PR and Communications Practitioner

I am a dynamic and driven communications professional with a balanced blend of strategic and operational expertise. With over 15 years of experience, I have successfully navigated roles in brand and corporate marketing across Singapore, Australia, and New Zealand. My background spans various industries such as retail, insurance, banking, health, hospitality, and education in agency and in-house settings. I currently lead internal communications for the largest faculty at Auckland University of Technology, acting as a vital link between leadership and a dedicated team of over 1,500 academic and allied staff. When I'm not busy working on communication strategies or studying for my Master's in Communication Leadership, you can find me running to clock some mileage or working on my little startup, where I cook and sell Singaporean cuisine to food enthusiasts in New Zealand.

Professional journey



Writer

08.05 – 08.08

Mediacorp (Singapore)

- Lifestyle writer for Vanilla
- Beauty editor for STYLE:



Account Manager

08.08–12.10

Touch Communications (SG)

- Account lead for L'Oreal, Starbucks and Club Med



PR & CSR Manager

02.11–04.12

The Body Shop (SG)

- Country PR
- Corporate Social & Responsibility Lead



Managing Director

04.12 –08.18

Platform Public Relations (SG)

- Principal Consultant
- Account Director
- Agency on Record for Bintan Resorts, Sundown Festival, Bacardi-Martini etc.

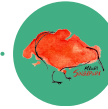


Internal Communications Lead

05.22- Present

Auckland University of Technology (New Zealand)

- Manage internal and leadership communications for the Faculty of Health and Environmental Sciences
- Co-Chair, Women on Campus



Content and Communications Consultant

07.03 – Present

Mauri Communications (SG/NZ)

- Wrote/edited various publications, including The Straits Times, Singapore Institute of Directors, ELLE and Shape
- Contracted for communications lead roles in DHL, Hilton Worldwide, BW Group, H+K Strategies and Standard Chartered Bank.

Core skills



Global experience

Lived in Singapore and New Zealand and worked with teams in APAC, EMEA and the Americas



Multi-industry experience

Worked in/ with various industries like finance, FMCG, healthcare, tourism, hospitality, shipping, insurance and education



Multi-audience touchpoints

Adept at working with multi-levels of organisations, from remote and dispersed and front-line employees to C-suite.



Cross-cultural multilingualist

Ability to communicate in English, Mandarin and Malay equals to being able to connect with at least 30% of the world's population.

Career highlights

- Won two Marketing Magazine awards for The Body Shop.
- Key member of regional/global communications teams at DHL, Hilton Worldwide and BW Group.
- Grew client accounts and business revenue to six figures within the first two years of operations and YOY at Platform Public Relations.
- Secured \$3m in PR value in coverage for The Body Shop in a year.
- Nominated faculty lead for AUT's Matariki Awards.
- Account lead for top-billing retainer clients like Starbucks, L'Oreal, Club Med and NBC Universal at PR agencies, Touch Communications and SPRG.