

Yee Ting CHAN, Joyce

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Career Summary

Over 15 years solid and all-round experience in traditional and digital communications and marketing across media, non-profit and commercial sectors. My work experience at UNICEF in different Asian markets and in the field of corporate social responsibility has provided me with a comprehensive understanding of private sector fundraising, as well as the knowledge and skillsets to develop donor acquisition and retention strategies and achieve fundraising targets.

As a Fundraising and Partnership Consultant at UNICEF Malaysia for more than 3 years, I am managing the relationship of its flagship partnership in Malaysia with Johor Darul Ta'zim Football Club (JDT). Extensive visibility of the partnership has been achieved by organizing multiple marketing activations. It also helped amplify UNICEF's advocacy priorities in Malaysia.

Work Experience (Malaysia and Hong Kong)

Marketing, Communications, Fundraising, Digital, CSR

UNICEF Malaysia, Fundraising and Partnership Consultant, Jan 2020 - Present (Malaysia)

- Plan, organize and execute communication and fundraising activations for Johor Darul Ta'zim Football Club (JDT) partnership, UNICEF Malaysia's key corporate partnership, to enhance the visibility for both the partnership and UNICEF. This has also been shortlisted for the UNICEF Inspire Awards 2023, a UNICEF global annual recognition programme.
- Collaborate effectively and engage with JDT team as well as the Country Office's communication and programme teams to develop content of partnership activations.
- Provide advice to the PFP Marketing Services team in planning and developing donor acquisition and retention materials, campaigns and marketing strategies.
- **Three key achievements:**
 - o Organized the most iconic World Children's Day celebration events in Malaysia with several 'first-ever' elements at the JDT's stadium - the stadium's lights turning blue while the players wearing the UNICEF blue event T-shirts during the home game. This has also been shortlisted for the UNICEF Inspire Awards 2023, a global internal award, under Brand Marketing Campaign category..
 - o Created 12 JDT partnership activations across various themes including child protection, nutrition, inclusion, etc, with production of 21 videos in 2 years, achieving extensive online and offline visibility.
 - o Established an efficient emergency appeal campaign workflow across the local PFP team, which facilitates a fast creation of landing page, eDM campaigns, paid ad and organic social media postings, etc.

Sounds Good Creative, a boutique creative agency, **Consultant (part-time)**, Jan-Dec 2019 (HK)

- Provided consultancy on event planning & management, digital marketing, media outreach
- **Key achievements:** Managed two key projects focusing on building the organization's digital profile by creating social media content and assets, organizing an event with social media engagement elements, developing digital marketing campaigns.

UNICEF Hong Kong, Communications Consultant (part-time), Apr - Sep 2019 (HK)

- Provided consultancy on communications strategy, media outreach, crisis management and ambassadors & KOLs planning and management.
- Built the capacity of the Communications Team to work more efficiently, in a more result-oriented way and to better manage external agencies to achieve their KPIs.
- **Key achievements:** Led the team to plan and develop social media content as well as organize successful social media engagement campaigns on breastfeeding - a key local advocacy priority of UNICEF Hong Kong National Committee.

Hang Seng Bank, one of Hong Kong largest listed companies and a part of HSBC Group,
Corporate Responsibility Manager, May 2015 - Jan 2019 (HK)

- Explored potential CSR partners and reviewed funding proposals submitted by NGOs.
- Monitored the planning, development and execution of CSR projects supported by the Bank, specialized in youth empowerment and development programmes.
- Edited and reviewed offline and digital publicity plan and content for several programmes, including website, organic and paid social media content and engagement campaigns.

The Hong Kong Committee for UNICEF, Assistant Manager – Communications, Jun 2011 - May 2015 (HK)

- Developed communication strategy and digital communication roadmap. Established the Communications team of UNICEF HK with a focus on media and digital communication.
- Managed public & donor communications plan/activities, and expanded it to digital platforms (e.g. website, eDM, social media, paid media) with a performance tracking system.
- Managed external agencies for planning, developing and executing branding, publicity and advocacy campaigns (online/offline) and events.

Media, Journalism, Customer Servicing

Columnist for publications in Hong Kong, Jan 2011 - Oct 2013 (HK)

- FAM Magazine, a monthly parenting magazine
- Headline Daily, a free Chinese tabloid with the highest circulation
- Smart Parents Magazine, a parenting titled weekly magazine with the highest circulation

Sing Tao Daily, Reporter (Local News), Oct 2006 - Apr 2010 (HK)

- Pitched story ideas for trending topics and created news series with editor's guidance
- Planned, wrote and edited infrastructure and transportation news stories to be featured on main news section and local news section, with a side focus on art and profile stories
- **Key achievement: The 8th Consumer Rights Reporting Awards, Merit Award, 2008**

Oriental Daily News, Reporter (Investigative Report), Jul - Oct 2006

Sing Tao Daily, Part-time Reporter (Local News and Education), Jun - Aug 2005

HSBC, Part-time Clerk & Customer Services Assistance, Feb 2004 - April 2005

Education (Hong Kong and Taiwan)

The Chinese University of Hong Kong, Sep 2010 - Jul 2012

- Master of Arts Programme in Fine Arts

The Hong Kong Baptist University, Sep 2003 - Jun 2006

- Bachelor of Social Science in Communication, **Chinese Journalism** (2nd Upper Honours)

National Chengchi University, Taiwan, International Exchange Program, Sep 2005 - Jan 2006

- Degree of College of Communication - Department of Journalism

Skills and Interests

Languages: English (Fluent), Mandarin (Fluent), Cantonese (Native)

Qualification: The Associated Board of the Royal Schools of Music, Grade 8 Theory & Piano

Computer: MS office, Chinese Word Processing, Photoshop, Simple video editing, Canva

Interests: Reading, Music, Movie, Travel

Reference (Malaysia and HK)

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