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PHYLLIS LI MAN PUI

PROFESSIONAL SUMMARY

- Over 10 years of working history which includes exposure to the Hospitality, Food & Beverage, Education, Airlines, and Media Relations sectors
- Expertise in Marketing, Digital Marketing, Communications, Event Management, Media Relations, Culinary Promotions, Business Development, and Partnership Development
- Solid exposure to F&B / Restaurant Marketing around the Asia Pacific Region including Hong Kong, China, Singapore, and Taiwan.
- Fluency in English, Cantonese, Mandarin, and Japanese with conversational proficiency in Italian

EXPERIENCE

PL Marketing Services — *Owner*

DEC 2023 - PRESENT

Flames Concepts F&B Marketing Services — *Co-Founder*

DEC 2023 - PRESENT

JW Group Asia Pacific Limited — *Marketing Manager*

JUNE 2022 – NOV 2023

- Responsible for leading marketing and communications for all 8 restaurants around the region in Hong Kong
Flames - Kwun Tong | Ngau Tau Kok | Whampoa | Quarry Bay
The Grill Room - Tsim Sha Tsui | Causeway Bay
Mano Modern Italian - Ngau Tau Kok | Causeway Bay

Casual Dining Restaurant Limited — *Senior Marketing Manager*

MAR 2017 – MAY 2022

- Responsible for leading marketing and communications for all 6 restaurants around the region in Hong Kong Singapore, and China (2018-2020)
- Develop online/ offline marketing campaigns which have historically increased sales by an average of 3 to 4% each quarter
- Overseeing digital marketing campaigns including social media platforms as well as various third-party platforms
- Effectively overseeing all marketing promotions for the brands in the region

Vocational Training Council - HTI/CCI/ICI -

Event and Marketing Officer/ International Development Officer

NOV 2013- FEB 2017

- Liaised with international academic institutions, hospitality groups, and culinary organizations to promote the 3 Institutes
- In charge of planning and researching overseas institutions and initiating communications to seek collaboration opportunities
- Assisted in planning and researching of different premium productions for the three institutes
- Assisted in media shootings and media coverage

Hyatt Regency Kyoto, Japan - Guest Services Officer

FEB 2012 - FEB 2013

Cathay Pacific Airways Limited - Corporate Communication Officer

JAN 2011 - JAN 2012

- Assisted in translations of different source media coverage, transcripts, and media releases.
- Deal with logistical matters and issues of CX internal volunteer-based activities and contributed to major annual events

EDUCATION

Macquarie University, Australia -

Bachelor of Arts Degree in Media & Cultural Studies

SKILLS

- B2C Marketing
- Marketing Campaigns
- Marketing Event Planning
- Landlord Marketing
- EDM
- Hospitality
- Business Development

LANGUAGES

- Japanese - N2 Level Japanese Language Proficiency Test
- Italian - Conversational