



## St. Paul's Co-educational College Alumni Association

### Career Panel: Marketing

We will be holding a Career Panel on Marketing on 10th March 2018. This educational and light-hearted sharing will be an excellent way for interested alumni to hear from our speakers, and network with other budding or seasoned marketers.

Date: 10<sup>th</sup> March 2018 (Saturday)

Time: 2:15pm – 5:15pm (reception starts at 2:00pm)

Location: Lecture Theatre, St. Paul's Co-educational College, 33 MacDonnell Road, Hong Kong

Cost: Free admission

For interested alumni, please fill in and return the attached registration form below.

#### Speaker Profiles



**Ms. Samantha Wong**

***Entrepreneurship in marketing: building your own agency***

Samantha is the Co-Founder & Managing Director of Adbrownies, a full service agency from Advertising strategy, Creative, Digital, Production, Post-production to PR services. Prior to founding Adbrownies in 2001, she worked at major advertising agencies including Ogilvy & Mather, Leo Burnett, and JWT.



**Ms. Jennifer Ma**

***Changing media landscape and new trends in social media marketing***

Jennifer is the Founder and CEO of admanGo Limited, the leading company in advertising research providing ad tracking and media expenditure data in HK and China. The company's clientele includes all 4As advertising/media agencies, media owners such as TVB, Cable TV, Viu TV, SCMP, Yahoo, Google, as well as advertisers including HSBC, Citibank, LVMH, Cartier, McDonald's, SHK Properties, Sony, P&G, PCCW etc.

A graduate of Cornell and Harvard University, Jennifer had worked in multiple fields including advertising, film and law. She was also a film critic and columnist at the Hong Kong Economic Journal for over 10 years.



**Ms. Renee Sin**

***Insider view: the tough side of brand / retail marketing among glorious moments***

As the Marketing Director - Asia Pacific of ALDO Group International, Renee Sin is leading the brand development, brand commercialization and marketing function of 13 countries across Asia and the Greater China, creating dynamic Omni-channel campaigns tailored for different markets' needs, to expand digital footprint and to drive both Ecommerce and Brick & Mortar growth.

Prior to joining the ALDO Group, Renee has accumulated over 15 years of brand marketing, digital marketing and fashion retail, Visual Merchandising & store design experience with leading international brands including Columbia Sportswear, Marks & Spencer and Kiehl's Since 1851.



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Name: \_\_\_\_\_(English) \_\_\_\_\_(Chinese)

Year of Graduation: \_\_\_\_\_

Telephone No: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

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Working Industry: \_\_\_\_\_

Industries interested in for future career panels: \_\_\_\_\_