

# **Michelle Chan**

**360 PR, Events & Marketing Professional**  
**(Growth Hacker)**



## Michelle Chan

**Events**  
Project Management

**Public Relations**  
Corporate PR | Campaign PR

**Marketing**  
Content Marketing | Branding

**Learn the local (GENUINE) way and bridge the global trend.**

This is what Michelle has laid as a foundation for her career throughout her 10+ years of service in the PR & Marketing sector.

Born and raised in Hong Kong, Michelle has been fortunate to maneuver and spread her wings in the global public relations and event management industry since the beginning. She has weaved PR performances with local market business growth, especially product launches and promotions.

She has **planned and hosted over 20+ events at scale in Hypebeast Limited, the cultural conglomerate, and other start-ups**, stretching from monthly pop-ups to a 10,000-people festival in Hong Kong, Japan, LA, Miami, and New York, performing promising PR impressions from both global and local media of up to 5 B+.

At **Dentsu Hong Kong, the global 4A advertising agency**, Michelle is responsible for **the group's corporate communications, growth marketing, and branding**. She has recently worked for **Swire Hotels** to manage its global hotels' PR & Events.

Now, Michelle has branched out to offer new and exciting services to clients in PR, especially media relations.

Throughout all the experiences, Michelle has become a full-fledged professional in public relations, event project management, and marketing.

**Public Relations,  
when I was a full-time...**

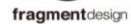
## Some global partners I've worked with...

### Art & Culture

Steven Harrington



### Fashion



### Finance/FMCG



50 MEGUMI

## Some great people I've worked with...



**Kevin Ma**  
CEO  
Hypebeast Limited



**Sean Lee Davies**  
Entrepreneur &  
TV Personality



**Simone Tam**  
Group CEO  
Dentsu Hong Kong



**Anna Chan**  
CEO, Media  
Dentsu Hong Kong



**Futura**  
Artist



**Stash**  
Artist



**Stash**  
Artist



**Steve Harrington**  
Artist



**Hajime Sorayama**  
Artist



**Francesco Ragazzi**  
Founder of  
Palm Angels



**Heron Preston**  
Founder of  
Heron Preston



**Katsuhiro Otomo**  
**Kosuke Karamura**  
Artists of AKIRA

## **Serving in Corporate Comms...**

## Business Launch

- ## Financial Results

- ## Campaign Launch

- Hypebeast is a dynamic and fast-growing Hong Kong-listed company with expanding businesses worldwide. As a company at the forefront of trends and innovations, Hypebeast recognizes the importance of strategic PR in generating momentum and effectively communicating its diverse range of ventures.

To ensure cohesive and impactful corporate messages, we have implemented a strategic PR calendar that aligns with quarterly business launches and announcements. This calendar serves as a roadmap for carefully planned PR initiatives that encompass various elements, including C-level features, product launches, and the sharing of campaign insights.

- **At least 5 APAC and local coverages** to boost corporate image and transmit the right messages to facilitate quarterly business goals.



## Dentsu Hong Kong Growth Marketing: Full-suite of marketing initiatives to support business growth

### Annual/Quarterly Initiatives

#### PR

- Cultural branding
- Awards
- New business announcements
- Thought leadership: Contributor to articles, exclusive features

#### Content Marketing

- LinkedIn marketing
- Email marketing, including newsletter
- In-house content marketing series
- Webinars

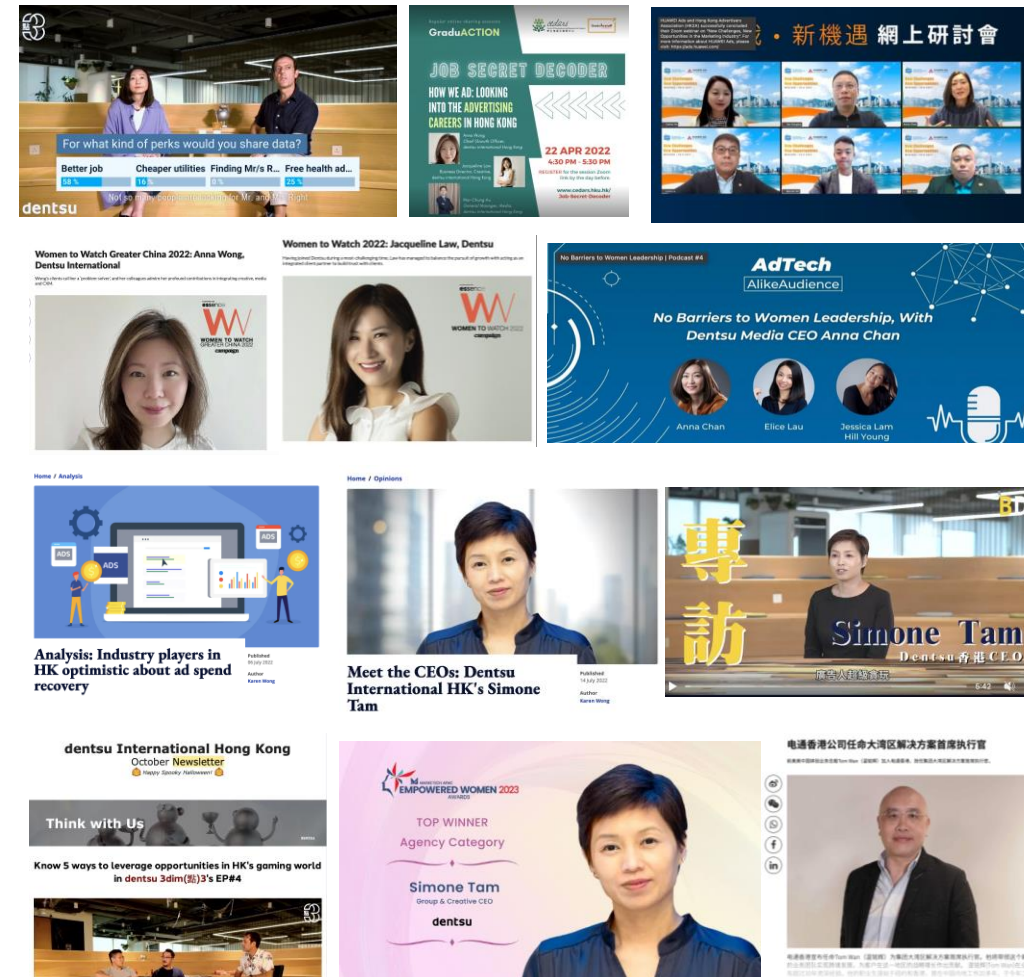
#### Events

- Conferences participation
- Cross-business workshops
- Speaker at B2B events

In the post-pandemic landscape, Dentsu Hong Kong, a leading 4A agency, aims to capture marketers' attention and showcase its services and established capabilities. Growth marketing recognizes the need for a 360 marketing support system to gain traction, attract potential leads, and convert them into prospects. This system will strategically target desired audience and effectively communicate value proposition and unique selling points, positioning the agency ahead of competitors.

### Results:

- **Converted inactive contacts into leads** via marketing efforts eg. Newsletter
- **Increase top-of-mind awareness of targeted leads**, including HK's future big projects e.g. Kai Tak Sports Park
- **Received unanimous positive feedback** over in-house content from client
- **Gaining avg. 20K+ organic impression** per LinkedIn thought leadership content
- **Guaranteed 70%+ attendance rate** per online/offline event



**And over 10+ Events done...**



# Hypefest, a 10,000pax 2-day festival: PR, Events, & Artists Management



## Pre-event

- Curate in-house marketing strategy
- Curate art moment
- Curate PR strategy
- Artist & press liaison

## During-event

- Manage art moments
- Manage in-house marketing content
- Manage press

## Post-event

- Monitor & review
- Crisis Management

The biggest festival Hypebeast has ever made, Hypefest, had 10,000+ attendees across 2 days with tickets sold out within 3 mins.

The festival encompassed 50+ global fashion brands, 30+ music acts, 6+ panel cultural industry leaders, and 10+ artists. Michelle was solely responsible not only for the event's PR (including media relations, crisis management & in-house marketing) but 7 world-class artists' signing event and pop-up art booth at the festival, including 2 of them visiting from Japan.

## Results:

- **5B+ earned media impression** including NYT, Forbes, BoF, Quartz and The Guardian
- Created a lifetime photo moment for the Japanese artists x musician Travis Scott



### At Hypebeast's new streetwear festival, even the toddlers are cool and rich

Kevin Ma's Hypebeast media empire rules the sneaker-loving internet. And now? A rainy yard.  
By Nathan Toffrey | @nathan\_toffrey | nathan@hypebeast.com | Oct 6, 2018, 3:00pm EDT



### At Hypefest, the Brands Won't Save You —But the Teens Might



### What 9 Hypebeasts Wore to Hypefest

The festival was a two-day celebration of all things streetwear.

## HBX Monthly Pop-ups: Talent and Event PRs

### Pre-event

- Curate a unique image just for the talent
- Conduct PR pitches

### During-event

- Arrange press interviews with talent

### Post-event

- Monitor & review

Committed to having monthly pop-ups in Hong Kong's physical store, we helped to introduce several emerging fashion brands to Hong Kong for the first time by securing exclusive local media interviews with their founders.

Brands include

PLACES+FACES

Palm Angels

THE  
CONVENI

CRDSBY  
STUDIOS

HERON PRESTON

Advisory Board Crystals

SORAYAMA

### Results:

- **Average 5 PR coverages including 3 exclusive interviews per brand, including English and Chinese press**





# Zespri's New Zealand Media Tour: Content PR Strategy, Tour Management



Pre-event	During-event	Post-event
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- |                                                                                                                                                         |                                                                                                   |                                                                        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Strategize content</li> <li>Find the right talents</li> <li>Liaise with talents</li> <li>Arrange tour</li> </ul> | <ul style="list-style-type: none"> <li>Host the tour</li> <li>Manage content schedules</li> </ul> | <ul style="list-style-type: none"> <li>Monitor &amp; review</li> </ul> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|

Zespri has a tradition of conducting overseas media tours to New Zealand to visit their HQ. Their previous tours were tailored for article-savvy traditional press, and we find it’s not enough to close the interest gap between its product & end consumers. We suggested a more engaging, personal, and creative way to present the brand and its hidden gems – unique ecosystem and values.

Hence, we curated influencers x content creators to join the tour; based on Zespri’s DNA asked them to divide and conquer popular topics that tie with healthy living, business economy & culture, brainstormed and aligned content together, and hopped on the plane with them to shoot.

## Results:

- Over 1M+ views in total across the YouTube videos, reaching 20K+ audiences on IG





# Aarif Lee’s flash music performance: Event Management & PR



Pre-event	During-event	Post-event
<ul style="list-style-type: none"> <li>Project manage event</li> <li>Curate PR strategy</li> <li>Press liaison</li> </ul>	<ul style="list-style-type: none"> <li>Manage on-site</li> <li>Manage press</li> </ul>	<ul style="list-style-type: none"> <li>Monitor &amp; review</li> </ul>

Celebrity Aarif delivered music performance on September 27th at Ocean Terminal, Harbour City. The event had a twofold purpose: to make the performance the talk of the town from online to offline, and from there to create a buzz leading up to the official launch of AIA Alta on September 28th.

The performance has captured the attention of both the live audience and a wider online audience through livestreams and press coverages. Its success was evident from the substantial crowd that gathered from start to finish, and the extensive media coverage it received from over 24 major Hong Kong headline press outlets.

## Results:

- 6M+ earned media impression across 24 titles including TimeOut, She.com, SCMP, Singtao, Mingpao, ViuTV, TVB etc.



# ProjectC:Change Street Art Campaign: Ideation, Planning, Execution

Pre-event	During-event	Post-event
<ul style="list-style-type: none"> <li>Ideate event</li> <li>Curate talents</li> <li>Link up stakeholders</li> <li>Organize event</li> </ul>	<ul style="list-style-type: none"> <li>Manage on-site</li> <li>Manage press</li> <li>Connect stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Monitor &amp; Review</li> </ul>

Project C: Change, a non-profit startup by Sean Lee Davies serves to promote wildlife protection in Hong Kong.

Leveraging personal network in the cultural scene, we have weaved art, education and environmental protection into one campaign – invited world class artists OBEY and Hopare to paint the streets of Hong Kong, adjoined local school children as campaign ambassadors, and had Jane Goodall, the legendary environmentalist/wildlife protector and HK celebrity Nikki Chow to join the opening ceremony.

## Results:

- 5+ mainstream local press coverages, including TV
- 100+ attendees in opening ceremony





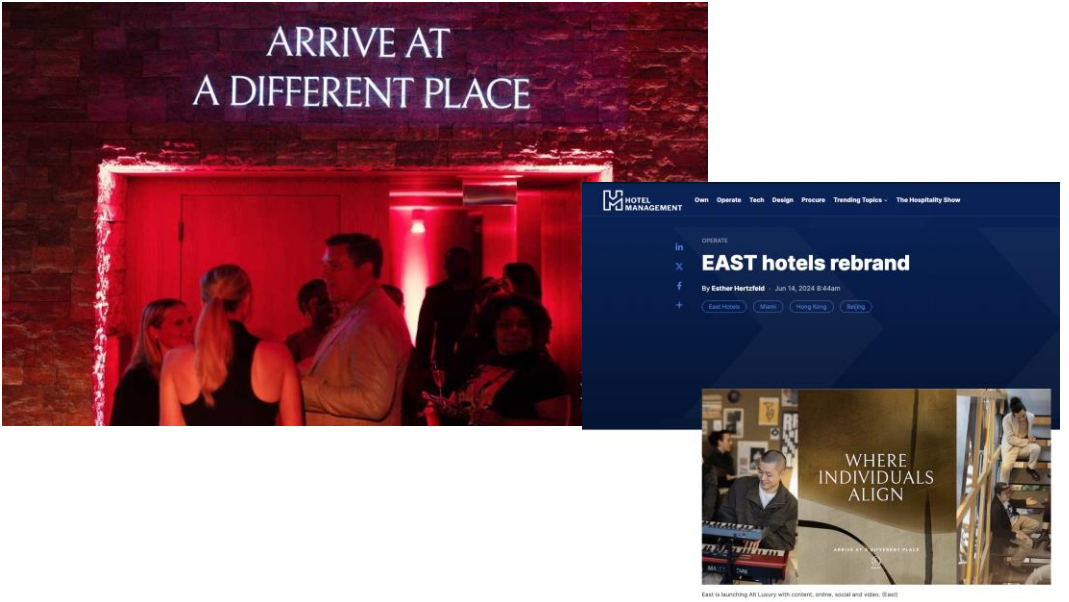
Swire Hotels:  
Event Management for EAST’s rebrand campaign

PR	Events
<ul style="list-style-type: none"><li>Manage PR agencies to ensure coverages and attendance</li></ul>	<ul style="list-style-type: none"><li>Manage stakeholders, including hotel teams and vendors to ensure smooth event delivery</li></ul>

EAST, one of Swire Hotels’ premium lifestyle brand, decided to make a move to refresh its branding to better suit the needs of future travelers. I’ve been the project lead for 2 hotel events in Miami and Beijing, and supportive role of Hong Kong’s event.

Results:

- 100+ total coverages, including media + influencers.
- New TA Acquisition: Acquired new pool of target audiences through new selections of influencers and media.



## Other Smaller Influencer Campaigns

### Pre-event

- Curate Influencers
- Talent liaison

### During-event

- Manage Talents on-site

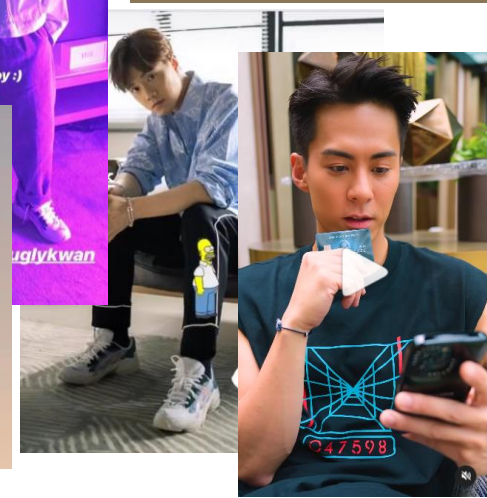
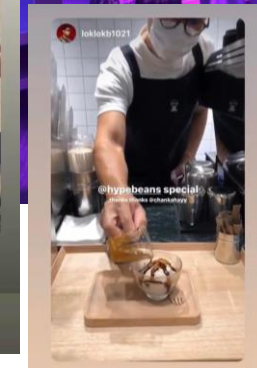
### Post-event

- Monitor & review

### Past campaigns:

- Moncler Genius exclusive panel + after party
- Asics x HBX VIP night
- Heron Preston x HBX VIP night + after party
- Jace Chan x HBX private party
- Hypebeast Magazine Tokyo VIP night
- Hypebae x Reebok Anniversary Sneaker seeding
- 8FIVE2 x HBX VIP night
- NIKE Air Max x HBX VIP night
- Hypebeans x Anson bean coffee takeover
- Crosby Studios Home invited tour
- Loewe x HBX VIP night
- Jackson Wang x Hypebeast private party
- HBX Red packet seeding
- Mastercard LUMA opening
- Zespri media tour
- American Express online campaign

Etc.





**Now,  
I am a freelance consultant for Start-Ups!**

## (Retainer) WomenX: 360 Branding, PR & Marketing Service

### PR

- Find the best angle for the product launches
- Press release enactment
- Press pitching

### Event

- Organized important product launches, medical events and more

### Marketing

- Oversee entire marketing + brand strategy
- Manage social media
- Manage KOL partnerships

WomenX is a Hong Kong-based femtech startup founded by Dr. Choi, a Harvard post-graduate and PhD from the Chinese University of Hong Kong. As they are launching Hong Kong's (and the world's) first non-invasive, HPV detection sanitary pad, I worked with the founder on strategizing her branding and marketing strategies, achieving substantial milestones including partnerships, brand awareness and direct sales.

### Results:

- Campaign still ongoing. Singtao's daily magazine coverage exposure has converted to a partnership deal with Mannings.
- As their retainer partner, they have now more than 30+ PR coverages, KOL collaborations which boosted two-folds in sales! I am immensely proud of her. <3



企業會客室 | 研經血測HPV衛生巾 拓FemTech市場 WomenX助女性無痛診斷  
主頁 > 港聞 > 社會  
更新時間: 08.03.2024 08:18





## (Retainer) WomenX: Event Snaps





# (Freelance) Big Bang Academy: Campaign Brainstorm, PR Management

Pre-event	During-event	Post-event
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- Created a campaign with co-founder
- Pitch NGOs to participate
- Press release enactment
- Press pitches
- Link up KOLs
- Coordinate KOL exposures (Grace Chan as ambassador)
- Arrange press interviews
- Monitor & review

Big Bang Academy, an Edtech startup founded by two Cambridge graduates, Sarah and Nixon, wanted to promote their global Cambridge summer tour. I proposed using a more socially purposeful angle to sponsor underprivileged students to attend the tour. We expanded the idea to create a public STEAM experience day, where students were handpicked to attend their courses, and a finalist was chosen to join the tour. I also lined up Grace Chan as their tour ambassador to participate in the tour.

## Results:

- 13 earned media coverages of over 2M+ impression including 1 exclusive interview pending to be published
- Over 1M+ views across Grace Chan’s social media content
- Built momentum for the competition, it’s now a public contest! - Sarah: I will recommend her to any companies who want to see real results!''



很多家長皆知，STEAM教育受學校及政府愈來愈重視。但到底STEAM教育是甚麼？可以有怎樣的學習活動？小朋友及家長都要親身嘗試過才知道！

發展STEAM教育的本地初創Big Bang Academy 與多間非牟利組織或學校合作，舉辦「玩轉科學三部曲」體驗日 (STEAM Day)，而本周日將會去到深水埗，以「先到先得」方式接受公眾報名，6-12歲小朋友就可以參加，名額有50個。

Big Bang Academy 與多間非牟利組織或學校合作，包括聖雅各福群會、SVHK和宣道會葉紹隆紀念小學，目標是使所有不同家庭背景的兒童都能接觸及學習STEAM知識。





(Freelance) Petsona: Campaign Brainstorm, PR Management

- Pre-event

- Curate story angle, PR strategy and approach with founder
  - Press release enactment

During-event

- Press pitches
  - Coordinate on-site interviews

Post-event

- Monitor & review
- PETSONA, founded by Tracy Tou, is a groundbreaking brand committed to revolutionizing pet nutrition through personalized, science-backed solutions. As a new brand, it seeks to build momentum and establish credibility rapidly. To support this goal, we assisted PETSONA in conducting in-depth, dedicated interviews showcasing various personalities of the brand and herself to quickly enhance brand credibility.
- Results:
- 5+ earned media coverages of over 500K+ impressions in just 1-2 months, ALL dedicated features with 1 VIDEO interview pending to be published
  - These exposures have unlocked more potential corporate and strategic partnerships for Tracy ☺, driving actual opportunities when she’s JUST launched the brand! “They do see the news and reached out” – Team Petsona
- 
- 毛孩如人類，步入中年後需好好護理  
毛孩的媽媽Tracy Tou / 杜麗儀  
娘Anna Sutton及夥伴Isaac Che  
並以相宜的價格打破時由兩成創

2025年3月3日

CEO AI 創製信通

初創推客製犬隻脫水鮮食餐
- 
- 放大圖片 / 顯示原圖
- 不少港人視「毛孩」為家庭一員，日常飲食要求絕不馬虎；鮮食及生肉營養價值高，價錢卻隨時是乾糧的2至4倍。本地初創Petsona研發專供犬隻的脫水鮮食，以飼主所填問卷結合數據分析，能因應愛寵身體訂造過萬種食譜，聲稱能保留食材達九成營養。Petsona更開發狗狗關係管理（DRM）系統，妥善儲存每隻寵物資料...
- 
- 
- 亞洲首創個人化寵物鮮食品牌  
打造1萬種毛孩營養食糧組合
- f HealthWins 健康透視 @healthwins.hk

(Freelance) Inspect Element: Campaign Brainstorm, PR Management

Pre-event	During-event	Post-event
<ul style="list-style-type: none"><li>Curate story angle, PR strategy and approach with founder</li><li>Press release enactment</li></ul>	<ul style="list-style-type: none"><li>Press pitches</li><li>Coordinate interviews</li></ul>	<ul style="list-style-type: none"><li>Monitor &amp; review</li></ul>

Inspect Element (IE), Hong Kong’s pioneering venture-building consultancy with over 50 clients, has chosen to share insights into the city’s start-up industry and predict future trends in light of the current climate. I collaborated with the team to devise the most effective approach for gathering insights from clients, focusing on their past experiences and future strategies to navigate the evolving business landscape through a year-end survey. Most importantly, I curated compelling angles to pitch to the media regarding the key findings.

Results:

- 5+ earned media coverages of over 400K+ impressions in just 1-2 months, with 2 pending interviews to be published

Over 8 in 10 HK startups anticipate growth in 2025

Of these, 37% even predict their businesses will double in size.

Eighty-two percent of Hong Kong startups anticipate business growth in 2025 despite global economic challenges, according to a survey by Inspect Element.

Of these, 37% even predict their businesses will double in size.

The survey, which gathered insights from nearly 100 startups across industries like AI, SaaS, lifestyle, and crypto, highlighted strong optimism despite global economic uncertainties.

Despite the overall optimism, about 8% of surveyed startups plan to scale down operations, with anticipated team reductions of 25-50%.

However, the majority remain focused on expansion, with 57% planning to increase their workforce in 2025, particularly in key talent hubs like Hong Kong and Shenzhen.



Survey: Nearly 80% of HK startups agree AI automation is key to navigating financial challenges



香港初創 | 82%受訪初創預期業務有增長 不足1成料生意收縮並裁員

科技 發布時間：2025/01/27 19:48 最後更新：2025/01/27 20:24



▲ 82%受訪初創預期業務有增長，不足1成料生意收縮並裁員。（受訪者提供）



(Freelance) Ezygreenpak: Campaign Brainstorm, PR Management

- Pre-event

  - Curate story angle, PR strategy and approach with founder
  - Press release enactment
- During-event

  - Press pitches
  - Coordinate interviews
- Post-event

  - Monitor & review

Wendy Lam is the founder of EzyGreenPak, a start-up transforming sustainable packaging. Inspired by her father's garment factory, she developed a water-soluble, biodegradable material to address environmental challenges in the industry. With a mission to enhance traceability and transparency, Wendy launched EzyGreenPak to track carbon emissions across production. I assisted her in building brand credibility, enabling her to effectively pitch for overseas partnerships.

- Results:
- 4 earned media coverages of over 200K+ impressions so far, with 2 pending interviews to be published
  - These exposures have unlocked more corporate partnerships for Wendy 😊, driving actual revenue!



EJ Tech 創科門室  
環保袋減廢遇熱水即溶  
港EzyGreenPak專利 今屆渣馬採用





# (Freelance) The Missing Link: Campaign Brainstorm, PR Management



Pre-event	During-event	Post-event
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- |                                                                                                                                               |                                                                                       |                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Brainstorm campaigns based on seasonal plastic disposals</li><li>Conduct PR &amp; KOL pitches</li></ul> | <ul style="list-style-type: none"><li>Arrange press interviews with founder</li></ul> | <ul style="list-style-type: none"><li>Monitor &amp; review</li></ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------|

The Missing Link is a small Hong Kong-based NGO that helps recycle polyfoam. The organization is led by Andy, who maintains a low profile and is not actively self-promoting. I helped the NGO leverage festivals to create dedicated campaigns, and used social happenings to conduct newsjacking. At the same time, I lined up influential KOLs to support the organization's evergreen promotional efforts.

## Results:

- 5+ earned media across press & KOLs in show of support to the NGO, either during festivals (Mid-Autumn) or evergreen content (studio tour).
- Grace Chan's story has 100K+ views, Amber & Arnold's reel has 52.4K views



## 中秋節回收 | 水果網、月餅盒、月餅都可以回收? 響應環保教導孩子好機會: 即睇回收地點詳情

Hot Topics | by sue wai | 18/09/2023

中秋節過後，產生大量節日廢物，還有吃不完的月餅也是一個令人頭痛的問題。坊間不少機構均推行中秋節月餅或月餅盒回收計劃，今次精選6大中秋節回收活動及其詳情，回收地點遍佈港九新界，大家做節之餘可與家中長者與小朋友一齊響應環保，令節日更加別具意義！

## 中秋節回收計劃 (1) 水果網回收「一百萬個生果網回收挑戰」



水果網是由發泡膠製造，其實仍然可以回收，循環再用！每日有90噸發泡膠被棄置堆填區，白白浪費！而香港回收發泡膠只係0.55%左右。「迷失的寶藏」是全港唯一回收及處理發泡膠的機構，今個中秋特別呼籲大家支持「一百萬個生果網回收挑戰」，一齊支持合力回收100萬

**Lastly,  
My work philosophy, as the PR world evolves...**

**Target-Oriented, Growth Hack.**

**Most importantly,  
Create A Mutually Beneficial Ecosystem  
for Media x Brands.**

**Hope to speak soon!**

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