

MS KAY LOUISE ROSS, Marketing Consultant & Coach / Editor / Copywriter

2E Tung Shing Terrace, 39 Bridges Street, Central, Hong Kong

Tel: (852) 2858 1231 Fax: (852) 2546 8924 Mobile: (852) 9773 3751

E-mail: kayross@hkstar.com Twitter: <http://twitter.com/kayross>

Website: www.kayross.com Blog, "Spotlight on Marketing": <http://www.kayross.com/blog/>

Date of Birth: September 23, 1957 Place of Birth: Glasgow, Scotland

Nationality: British and Australian. I have a permanent Hong Kong ID Card

CAREER ACHIEVEMENTS:

In Hong Kong since September 1993

- **Freelance English-language marketing consultant/coach, editor and copywriter:** Clients have included Harbour City Estates Ltd.; the Strategic Thinking Group; Impact Asia; AFP Group; Williams Inference Group; the Hong Kong Jockey Club; the Asia Case Research Centre, School of Business, The University of Hong Kong; Chine Gallery; the Faculty of Business & Economics, The University of Hong Kong; Kosmo; Horwath Financial Services; the Australian Chamber of Commerce in Hong Kong; the Integrated Medicine Institute; the Macau Cultural Centre; Economist Conferences; Agilent Technologies; Hill & Associates; Cathay Pacific Airways; the Hong Kong Trade Development Council; AXA China Region; Frédérique Wholistic Health and Beauty Salon; The British Council; the Fringe Club; the Hong Kong Arts Festival; Hong Kong Ballet; Hongkong Telecom; the American Chamber of Commerce; the School of Hotel & Tourism Management, the Hong Kong Polytechnic University; accounting firm Deloitte Touche Tohmatsu; Hong Kong University Press; Longman Asia etc. (Oct 95-now)
- **Lecturer/Trainer:** As a Visiting Lecturer at the Hong Kong Polytechnic University, I have taught undergraduate and adult-education courses in "Effective Marketing and PR Writing". I have also devised and taught two short courses: "Marketing Matters", about marketing and media relations, for small businesses and non-profit community groups, at the YWCA English-speaking Members' Department (in June 2001, Oct 2001, Feb 2002, July 2002), and "Compelling Copywriting" at the Island School Evening Institute (in Nov 2002, Mar 2003, Oct 2003, Mar 2004). I have also presented many seminars about marketing, copywriting and/or media relations for the Australian Chamber of Commerce, the Women Business Owners Club, the Women in Publishing Society, the International Association of Business Communicators and various corporate clients. (Oct 95-now)
- **Listings Editor, *South China Morning Post*:** I compiled and edited the daily listings of performing arts shows, visual arts exhibitions and community events in Hong Kong for this major English-language newspaper. (Apr 96-May 2002, part-time)
- **Assistant Editor and then Editor of *AsianHospital*,** a bi-monthly English-language specialist trade magazine about worldwide trends and issues in hospital management. (Jan 94-Oct 95)

In Australia (January 1978 - September 1993)

- **Project Manager,** Local Government Association of South Australia. Managed a two-year cultural development project with three City Councils, and produced a documentation book; managed a one-year research project with five City Councils about Local Government services to people of non-English-speaking backgrounds; and managed production of a leaflet about Local Government, in eight languages. (Mid 89-Aug 93)
- **Marketing Liaison Manager,** Adelaide University Bookshop. Liaised with lecturers about textbook orders; promoted the bookshop to professional associations and conference organisers. Specialised in the business, law and computing subject areas. (Sept 92-Sept 93)
- **Administrator,** 1989 Local Government and Community Development National Conference, Adelaide.
- **Community Services Officer,** City of Kensington and Norwood, Adelaide. Researched community needs; negotiated funding; developed and administered various services (e.g. a community bus service for the elderly and disabled); edited the annual Community Information Directory; managed Council's public relations programme. (Oct 86-Mar 89)
- **Community Arts Consultant** to the Adelaide City Council for its 150th birthday celebrations throughout 1986. Devised, sought funding for and managed a season of community arts projects.
- **Publicity and Projects Officer,** 1986 Adelaide Festival Fringe arts festival. Developed, implemented and evaluated the marketing campaign; liaised with the media, sponsors and the tourism industry; edited the festival programme; stage managed PR events; trained and managed marketing staff. (Sept 85-Mar 86)
- **Publicity and Promotions Officer,** History Trust of South Australia. Developed, implemented and evaluated marketing campaigns for several Government museums. (May 82-Aug 85)

- **Assistant to the Administrator**, National Music Camp Association of Australia. Assisted in the administration and marketing of the 1982 National Music Camp for young orchestral musicians, and the 1982 Adelaide Festival season of the Australian Youth Orchestra. (Nov 81-March 82)
- **Administrator/Publicist**, 1981 Cornish Festival arts and tourism event in three country towns in South Australia. (Nov 80-June 81)
- **Trainee Community Arts Officer**, Adelaide Festival Centre Trust. A one-year grounding in arts administration and marketing. Co-managed and marketed a year-long season of performing arts, visual arts, film and craft events. (July 78-June 79)
- Plus varied experience in **retail sales**, in Adelaide and in Edinburgh, Scotland.

EDUCATION:

- 1974** Matriculated from Adelaide Girls' High School
 - 1975-77** Bachelor of Arts degree, majoring in French, Adelaide University
 - 1982** Certificate course in Marketing, John P. Young College, Adelaide
 - 1984** Certificate course in Tourism Management and Marketing, Regency TAFE College, Adelaide
 - 1987-89** Non-degree adult education course in Japanese, Adelaide University
 - 1989** "Money & You" business/personal development workshop
 - 1996-97** Basic conversational Cantonese classes
 - 1999** 10-week course in event management and marketing, through the Center for Sports Marketing & Entertainment Management, Hong Kong
 - 2006** Intensive three-day "Strategic Business Building Weekend" with US marketing expert Jay Abraham, Kuala Lumpur
 - 2006-8** A business/marketing coaching programme with US coach Kendall SummerHawk
 - 2009** 22-hour course, "Introduction to University Teaching", Hong Kong Polytechnic University
- Plus numerous business, personal development, presentation and public speaking programmes.

MEMBERSHIP OF PROFESSIONAL ORGANISATIONS:

In Hong Kong, I am a member of:

- The Australian Chamber of Commerce in Hong Kong. I was a member of the Chamber's Media & Marketing Committee from Sept 2002 to Oct 2005
- The Hong Kong Women in Publishing Society (WiPS). I was a committee member (Nov 97-Feb 2001), President (Nov 98-Oct 2000), and a volunteer Co-moderator of the WiPS listserv (May 2004-Oct 2005)
- The Hong Kong Women Business Owners Club. I was the volunteer Editor of the WBOC newsletter (Aug 2004-Dec 2005), and have edited many of the Club's event flyers (as a *pro bono* service)

In Australia, I was a full Member of the Australian Journalists' Association (AJA), the Australian Institute of Marketing (AIM) and the Society of Business Communicators (SBC).

VOLUNTEER COMMUNITY SERVICE:

Guest speaker and member of the judging panel for the "Associate of Arts in English for Professional Communication" course at the City University of Hong Kong (almost every year since 2007)

I served as a volunteer "Hong Kong City Ambassador" and online group moderator for the international Couchsurfing.org organisation (2006-2010)

Committee member, the Hong Kong Singers (Sept 2002-February 2005)

Committee member, the Hong Kong Players (May 95-May 96)

Stage management and logistics assistant at many business and personal development seminars (Mar 89-now)

Member of a delegation participating in the Adelaide City Council's 'Adelaide Week' Sister City event in Himeji, Japan (Oct 89)

Member, Community Arts Advisory Committee, South Australian Department for the Arts (1988-89)

Member, Executive Committee, Norwood Chapter, Australian Jaycees (1987-89)

Member, Executive Committee, South Australian Community Arts Network (1979-81)

HOBBIES AND INTERESTS:

Personal/spiritual development, theatre, acting, performing stand-up comedy and comedy improvisation, singing, dancing, reading, event co-ordination and seminar production, studying business management and marketing, debating, public speaking, stage management, travelling, studying languages, table tennis, meditation, Body Harmony (a healing bodywork technique), etc.

May 6, 2011