

Zou Long, Melody

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PROFESSIONAL SUMMARY

HR and operations professional with hands-on experience in recruitment, onboarding, payroll, MPF administration, team leadership and cross-functional project coordination in Hong Kong. Combines HR and administrative expertise with a background in marketing operations and stakeholder management.

EDUCATION

- Lingnan University, Hong Kong**
▪ Master of Science in Health Analytics and Management
▪ Relevant coursework: Public Health & Epidemiology, Healthcare Operations Management, Gerontechnology & Health Service Innovation, Health Service Data Analytics
- Sanjiang University**
▪ Bachelor of Chinese Language and Literature
▪ Director of External Relations, Student Union

EXPERIENCE

- Brighten Education Group Limited**
Administrative Officer
▪ Managed full-cycle recruitment for teaching and administrative positions, including job posting, CV screening, interview coordination, onboarding and employee documentation.
▪ Administered monthly payroll, MPF contributions, employee records, leave arrangements and employee insurance in accordance with Hong Kong employment practices.
▪ Planned and delivered 11 offline seminars across 5 cities and a Hong Kong study tour, coordinating participant selection, schedules, venues, partner institutions, logistics and stakeholder communication.
- Apollo Creative Media Limited**
Marketing Operations (Part-time)
▪ Managed KOL sourcing, screening, negotiations and content delivery for a Xiaohongshu campaign covering 14 Sun Hung Kai Properties shopping malls.
▪ Led Hopegoo's integrated marketing campaigns across Xiaohongshu, Douyin and Threads, using low-cost, high-engagement content to generate organic traffic.
▪ Generated 40% of the total sales achieved by a 35-person team during the Hopegoo campaign.
- Kingdou Property Limited**
Marketing Operations Officer (Seasonal)
▪ Led a 12-person operations team covering recruitment, training, content development, community management and commercial conversion.
▪ Built a targeted community of more than 1,500 international students and young professionals within 3 months through Xiaohongshu and WeChat.
▪ Increased conversion by 40% through scenario-based content marketing and personally closed up to 25 transactions per month.

ADDITIONAL

Languages: Mandarin (Native) | English (Conversational) | Cantonese (Conversational)
Technical Skills: ChatGPT | Codex | Canva | Microsoft Excel, Word & PowerPoint | SPSS | R | Photoshop | Xiaohongshu | WeChat Community Management