

## Kinzie Holistic Business & Strategic Communications

### Specialized Skills

**Connections** – networking strategies  
**Critique** – program/materials review, ideas  
**Promotions** – product launch, events, publicity  
**Agencies** – messaging coordination, creative briefs  
**Branding** – identity, creation, process, strategy, review  
**Newsletters** – print & digital, strategy, platforms, design, editorial plans  
**Technology** – digital publishing, dbase development, website strategies, social media  
**Alliances** – strategic partnerships, joint promotions & sponsorships, network referrals  
**Media** – advertising and publicity strategy, media relations, news releases, story pitches  
**Writing** – features, corporate, web content, news releases, brochures, affidavits, proposals  
**Events** – conferences, seminars, fundraising, concept, management, venue, design, theme  
**Training** – communications, sales, team building, electronic marketing, technology, soft skills  
**Recruitment** – needs analysis, shortlist, advertising, candidate selection, contract negotiation  
**Consulting** – marketing, trends, branding, identity, promotions, content management, integration  
**Sales** – media sales, business development, client presentations, materials, contract negotiations  
**Publications** – digital & paper newsletters, brochures, premiums, company materials, calendars  
**Digital** – offline integration, internet, EDM, e-newsletters, strategies  
**Communications** – facilitation, design, processes, templates  
**Advertising** – review and improve materials and media plans  
**Publishing** – custom publication for your target audience  
**Materials** – business cards, brochures, templates

### Industry Experience

Media Production	Telecommunications	Broadcasting	Finance
Education	Logistics	Food & Beverage	Trade Publishing
Internet Start-up	Public Relations	Outdoor Media	Retail / FMCG
Youth Leadership	Professional Theatre	Gifts & Premiums	Health & Wellness
Natural Products	Fashion Jewelry	Corporate Training	Event Management

### Highlights

- Advised on 10<sup>th</sup> Anniversary Conference for Association for Sustainable Finance in Asia
- Prepared strategic marketing communications plan for Edible Arrangements HK launch
- Launched Advertising Sales for ADMA Yearbook for Asia Digital Marketing Association
- Project managed construction of Multimedia Innovation Centre at Cyberport for Hong Kong Polytechnic University
- Launched helicopter banner advertising sales in Hong Kong (including pricing and sales materials) for HeliAds
- Founded and published The Natural Hong Kong Directory, website and newsletter, (heartbeat.com.hk)
- Designed and delivered Advertising Seminars for the Cable & Satellite Broadcasting Association of Asia
- Executed China's first international live satellite feed with New York City for Project Orbis at Bang Productions
- Developed Regional Broadcast Media Recruitment Division for Hudson (Morgan & Banks)
- Headed Sales & Marketing for First Edition of the Asia-Pacific Television Directory for Cornerstone Associates (MPA)
- Established in-house marketing communications department for Jimmy's Kitchen group and opening for 3 outlets
- Coordinated launch event for Levis first retail shop (globally) located in Tai Koo Shing, Hong Kong
- Created student-led public service radio campaign for Fort McMurray Catholic Board of Education
- Coordinated Youth Leadership Program across 200,000 square km for Saskatchewan 4-H at age 22

### Community Involvement

Living Islands Movement  
 Earth Day - Hong Kong Steering Committee  
 Cable & Satellite Broadcasting Association of Asia  
 American Chamber of Commerce in Hong Kong  
 Canadian Chamber of Commerce in Hong Kong  
 International Association of Business Communicators

**Holistic Business - Strategic Communications**

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## Kinzie Holistic Business & Strategic Communications

Hire a connected communications professional for flexible access to your own senior executive who knows how Asia works and has a wealth of connections for your business. The service is efficient and easy-to-use: arrange a time for phone/skype meetings to address immediate issues or email instructions for assigned work to be completed within an agreed time frame. Contract a clever, media-savvy business specialist to help by researching opportunities, introducing new business contacts and creating specialized training programs for your team. Use the time to write and edit content for your website, newsletters, news releases, reports, presentations, advertising, brochures and sales materials as well as feature articles for publication. Save you time and money when you need assistance with instructing and coordinating work with designers, printers and agencies.

Advisory • Training • Services

## Consulting & Advisory

- Review programs to identify what's working and recommend improvements
- Offer new insights for revenue generation with original and practical ideas
- Develop strategic marketing communication plans with social media options

## Services

- Development (eg, Revenue Opportunities, New Business Contacts)
- Marketing & Promotions (eg, Marketing Plans, Communications Strategies)
- Writing & Editing (eg, News Releases, Websites, Newsletters, Brochures, Reports)
- Customized Training & Workshops (eg, Social Media, Content Management, Sustainability)
- Events (eg, Design, Guests Lists, Invitations, Booking/Registration, On-site Support)

## Methods

We begin with an audit to review your current activities and programs and analyze your specific needs and requirements. During this initial discussion, clients receive practical recommendations with steps they take immediately. The session will identify actions to implement in-house and ways to maximize cost-efficiency with my ongoing support by phone, skype and email to plan, direct, source, oversee and coordinate deliverables from vendors.

## Booking

- ☐ Hourly : HK\$1,200/hour (minimum booking 10 hours)
- ☐ Starter Package : HK\$20,000 includes audit + 20 hours
- ☐ Project Package : HK\$50,000 includes Starter Package + 40 hours

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Client/Name :

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Email :

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Tel :

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Signature :

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Payment Reference :

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Requested Meeting Date :

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**Payment Terms** : Payment is due in full in advance; time can be used for 3 months from date of booking.

Payment to HSBC 400-527057-838 (Connections Un Limited) | Bank Code: 004 | Swift Code: HSBCHKHKKH

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