

Kinzie - 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
Launch – strategic alliances, events, promotions, publicity
Planning – business plan content, media plans, marketing plans
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

Industries

Media Production	Logistics	Broadcasting	Finance
Education	Telecommunications	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

A few highlights

- Networking partner for local wellness events, exhibitions and conferences (2001-2018)
- Executive producer for AAJA-Asia regional media conference for professional journalists (2017)
- Recommended as local community partner for Natural & Organic Products Expo Asia launch event (2014)
- Prepared strategic marketing communications and media plan for Edible Arrangements Hong Kong launch (2012)
- Advised on tenth Anniversary Conference for Association for Sustainable and Responsible Finance in Asia (2011)
- Launched helicopter banner advertising sales in Hong Kong (including pricing and sales materials) for HeliAds (2009)
- Priced, packaged and launched Advertising Sales for ADMA Yearbook for Asia Digital Marketing Association (2008)
- Project managed construction of Multimedia Innovation Centre at Cyberport for HK Polytechnic University (2005)
- Founded and published The Natural Hong Kong Directory, website and newsletter -- (heartbeat.com.hk (2003)
- Managed live, uncensored satellite downlink in Beijing for the Cable & Satellite Broadcasting Association of Asia (1997)
- Executed China's first international live satellite feed with New York City for Project Orbis at Bang Productions (1998)
- Developed and launched Regional Broadcast Media Recruitment Division for Morgan & Banks / Hudson (1996)
- Headed Sales & Marketing for First Edition of the Asia-Pacific Television Directory for Cornerstone Associates (1995)
- Established in-house communications department for Jimmy's Kitchen group and opening for 3 outlets (1992)
- Coordinated launch event for Levis first retail shop (globally) located in Tai Koo Shing, Hong Kong (1992)
- Created and produced student-led PSA radio campaign for Fort McMurray Catholic Board of Education (1989)
- Coordinated Youth Leadership Program across 200,000 square km for Saskatchewan 4-H at age 22 (1984)

Volunteer

Pro-bono publicity for local NGOs
Earth Day - Hong Kong Steering Committee
American Chamber of Commerce in Hong Kong (Advertising & Communications Committee)
Canadian Chamber of Commerce in Hong Kong (Cofounder – Entrepreneurs' Committee)
International Association of Business Communicators (Newsletter)

Expertise on Demand

Contract professional services from a media expert and get flexible access to your own senior executive with a wealth of local and international connections for your business. The service is efficient and easy-to-use: arrange a time for an initial discussion to address your immediate issues or send instructions by email for assigned work to be completed within an agreed time frame. Contract an independent specialist to research opportunities, introduce new business contacts and create specialized programs for your team. Produce original promotional and editorial exposure content. Save time and money with advice for local vendor management.

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

New clients begin with an initial consultation to review your current situation, analyze your specific needs and requirements and identify opportunities. During this meeting, clients receive practical insights, recommendations and a takeaway with particular actions to implement in-house. Ongoing support (virtual and/or in-person) includes introductions and referrals for business development, marketing communications support and content management.

Booking

- Consult: single session up to 2 hours
- Hourly: minimum 10 hours; valid for 3 months
- Monthly: retainer paid on the first of each month
- Project: agreed scope of work; paid in advance

Terms of Engagement

1. The Contractor (Kinzie) shall be available and provide to the Client professional expertise as agreed in advance.
2. In consideration for the services to be performed under this agreement, the client will pay the Contractor in advance at the agreed hourly rate. Payment is non-refundable. A) Billable time is billed in 10 minute increments. B) Meetings are charged at 1 hour minimum. C) All meeting and project expenses are agreed in advance and borne by the Client. D) For expedited (ie. less than 24 hours' notice) or after-hours (as agreed) work, a 20% premium is applied.
3. The Contractor operates independently, not as an employee of the Client or its subsidiaries or affiliates.
4. In the course of performing services, the parties recognize that the Contractor may come in contact with or become familiar with information which the Client or its subsidiaries or affiliates may consider confidential and which may be of value to a competitor. The Contractor agrees to maintain confidentiality and not discuss or divulge information to anyone other than approved Client personnel or their designees.