

# Ho Chun Hung Keith

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## PERSONAL SUMMARY

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- A passionate leader with strong communication skills and a year by year of successful track record of keeping targeted revenue by effective organic growth
- Result-focused individual with a strong understanding of traditional and digital marketing desires to work as a business partner to develop unique and innovative marketing strategies and campaigns and handling offline and online marketing activities for high profiles international and blue chip clients like Hong Kong Tourism Board, Microsoft, HSBC, ExxonMobile, Hang Seng Bank, Dairy Farm, SmarTone, CSL, and McDonald's.
- Have been work closely with business partners such as Google and Facebook to nurture clients to co-create high profile projects.  
(Reference: "HSBC X Google digital summit" for HSBC commercial banking in 2016, details can be provided on request)
- A hybrid of strong artbase creative and commercial film director to handle content production from zero to hero

## CORE COMPETENCE

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**Agency Management   Leadership & Team Building   Client Management**  
**Collaboration   Creative Business Solution   Content Production   Strategic Oversight**  
**Social Marketing   Marketing Insights   Negotiation**

## PROFESSIONAL EXPERIENCE

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### **Managing Director & Chief Creative Officer**

DDB Group Hong Kong (March 2017 – Dec 2019)

Duties:

- Partnering with management team to take leadership to company sized 130 people.
- Developing, supervising and implementing creative business solution to clients' marketing need, especially focused on digital and social.
- Managing relationships with key clients such as Hang Seng Bank, Dairy Farm and McDonald's
- Returned company to high profitability and met the revenue target through strategic and efficient restructuring.

Key Achievement:

- Gold in Agency of the Year 2019, Marketing Magazine.
- Gold in Greater China New Business Development Team of the Year 2018, Campaign Asia.
- Bronze in Agency of the Year 2018, Marketing Magazine.
- Bronze in Creative Agency of the Year 2017, Campaign Asia.

### **Chief Executive Officer**

GREY Group Beijing (June 2016 – March 2017)

Duties:

- Lead operations and strategic direction of 4 companies with over 200 employees in Beijing network.
- Developing, supervising and implementing creative business solution to clients' marketing need.
- Managing relationships with key clients such as Microsoft and Meng Niu.

### **Managing Director & Chief Creative Officer**

GREY Group Hong Kong (November 2005 – June 2016)

Bank account handled: HSBC Hong Kong: Commercial Banking business

Duties:

- Starting as an Executive Creative Director in 2005, over 350 awards archived in both effectiveness and creative award shows.
- Promoted to Managing Partner in 2012 and Managing Director in 2013 to manage company sized 90 people.
- Worked on Hong Kong Tourism Board since 2008 as a business partner to manage the business relationship and to develop innovative marketing strategies and both advertising and digital campaigns and handling all major marketing activities.
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Key Achievement:

- Creative Agency of the Year 2016.
- Participated in high profile marketing campaign: Rainbow Lion, HSBC LGBT project.
- Other accounts served: HSBC, Wellcome and P&G.

### **TV Commercial Director**

Another Factory Film Production Limited (May 2004 – October 2005)

### **Creative Director**

Bates Advertising Shanghai (December 2003 – April 2004)

Bank account handled: HSBC China Branding.

### **Creative Director**

Bates Advertising Hong Kong (June 2001 – December 2003)

Bank account handled: HSBC Hong Kong Unsecured Loan business, Insurance and Branding.

**Creative Director** J. Walter Thompson (February 1999 – May 2001 )

Bank account handled: Hang Seng Bank: All Service.

### **Associate Creative Director**

Euro RSCG/ 8/1997 to 1/1999

Bank account handled: Hang Seng Bank: All Service.

### **Senior Art Director**

Bates Advertising Hong Kong (October 1996 – August 1997)

Bank account handled: HSBC Hong Kong Unsecured Loan business, Insurance and Branding.

**Art Director**

Ogilvy Advertising Hong Kong (August 1995 – October 1996)

**Art Director**

McCann Erickson Hong Kong (September 1994 – August 1995)

Bank account handled: Hang Seng Bank: Unsecured Loan business.

**Art Director**

JWT (July 1992 – September 1994)

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**TEACHING EXPERIENCE**

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**Visiting Professor**

The Chinese University of Hong Kong (2008 – 2016)

Course: Creative Works: Appreciation and Strategy of MA in Communication

**Part Time Lecturer**

School of Design, Hong Kong Polytechnic University (2002 – 2005)

Course: Copywriting of BA Design

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**EDUCATION**

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**Executive Master of Business and Administration**

The Chinese University of Hong Kong (2014 – 2016)

**Master of Art in Design Management**

Hong Kong Polytechnic University (2001 – 2002)

**Bachelor of Art in Design (Advertising)**

Hong Kong Polytechnic University (1989 – 1992)

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**LANGUAGES**

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Proficient in English, Mandarin and Cantonese.

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**PROFESSIONAL ASSOCIATION**

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Chairman, The Association of Accredited Advertising Agencies of Hong Kong.