

Professional profile

Mickey Wong is a creative artist who graduated from the world rank 2 Art and Design University in late 2019 with a Master degree of Fashion Media Production.

During his art journey, he did lots of works, internships and collaborations with different British and Hong Kong fashion brands to gain knowledge and skill in Fashion media production. He is proficient in variety of techniques including; direction, digital & marketing strategies, videography, drone videography, video editing, animating and software skills in programs such as; Premiere Pro, After Effects, Photoshop and more.

Career summary

04/2020 – still working

AIA, Allstar Team Digital Marketing analyst, Hong Kong

Key responsibilities

- Using an artistic way to create digital Marketing Campaigns for AIA star team to effectively promote products, ideas, recruitment, or brand building.
- Turning all the financial planners into social media star.
- Looking for ways that company can improve its online marketing efforts
- Running all of their social medias such as (fb, ig and websites)

Key achievements/projects

- Introduced a new way of interacting the service with customer to a team of 100 people.
- Increased all the social media platforms traffic 80% by improving content
- Grow their business online through pandemic

11/2018 – 03/2020

Freelance fashion film director, videographer and editor, UK

Key responsibilities

- Create videos and provide concept ideas for different fashion brands, documentary and events
- **VOLS & ORIGINAL**, currently working on a fashion film for their fashion show and social media
- **I-D**, currently working on their social media content
- **Octo Gambol**, social media content
- **DragonMade8**, fashion film for their shop and social media
- **Redhill Hair Salon**, promotional video for their shopping mall
- **KAIO**, fashion Film for their social media
- Show reel video for different model companies and dancers

Key achievements/projects

- Throughout his freelance video work, he gained the social skills needed to communicate with clients effectively and professionally to properly give them what they requested
- Confidence with using DSLR cameras, editing
- Shot lists, call sheets and all sorts of pre-production processes

11/2018 – 11/2019

Music video Producer, London and Manchester

Artist – Maxi Zee, Soul31

Key responsibilities

- All pre-production and post-production work
- Directing, filming, editing, storytelling

Key achievements/projects

- Get to understand and experience the whole process of big project production
- Get to make storyboard, shot list, Call sheet and all sort of pre-production preparation
- Confidence with using DSLR Camera, editing

02/2019 – 05/2019

Urban Gilt full time internship Creator, London

Key responsibilities

- Direct and create different Promotional video for their social media and website
- Manage their website and Instagram content

Key achievements/projects

- Get to work with a team of creative people

06/2017 – 09/2017

Visual Idea Media company Internship, Hong Kong

Key responsibilities

- Video Editing, Stage backdrop and lighting design for different project
- Get to work in a proper media production company

Key achievements/projects

Get to work on two big project such as **TWGHs Parents Academy Launching Ceremony**, 流行經典 50 年

04/2018

Manchester International Festival, UK

Director and videographer for their Promotional Video

09/2017 – 05/2018

Manchester Metropolitan University, UK

Freelance Videographer

15/11/17 – 29/11/17

Redhill Hair Salon Fashion Show, Hong Kong

Art Director – clothing design, stage lighting and backdrop design

17/12/2016

Love, elderly fitness program, Hong Kong

Photographer

12/05/16 – 14/05/16

Unit X Art Exhibition, UK

Artist and Event Assistant

Education & qualifications

- **Master Degree, The University of Arts London – LCF**, Fashion Media Production 09/18 – 01/20
- **Bachelor Degree, Manchester School of Art – MMU**, Fine Art 09/15 – 06/18
- **Art and Design foundation, Into Manchester** 09/14 – 06/15
- **High School, LAM TAI FAI Collage, (major)** Fine Art, Technology and living 09/12 – 06/14

Skill & Abilities

IT SKILLS

Premiere Pro, Photoshop, After Effect (basic), AI, MS Office, Social Media Strategy

EQUEMENT Skill

DSLR Camera, Black Magic, Gimbals, Drone

LANGUAGES

Mandarin – Fluent

Cantonese – Native

English – Fluent