



JADE CHUNG

CONTENT CREATOR

ABOUT ME

Dynamic Storyteller and Content Strategist with a 7-year track record in journalism and digital media. Fueled by endless curiosity, I transform deep-dive research into captivating visual and audio-visual experiences. Adept at leveraging text, graphic design, and video editing to demystify hard facts, I aim to craft relatable stories that inform, entertain, and build strong community engagement across platforms.

WORK EXPERIENCE

Dec 2025 - present

Freelance Digital Content Strategist & Creator

- **Video Production:** Execute video scriptwriting and post-production for **Channel WE**, employing dynamic pacing and visual storytelling techniques via Adobe CS to maximize viewer retention and digital engagement.
- **Digital Content Creation:** Direct social media strategies for cultural brands (**BlackMoon Salon**, **Artmen Gallery**), integrating aesthetic visual assets (Reels, carousels) and copywriting to transform brand culture into highly engaging digital campaigns.
- **Continuous Learning:** Continuously refine cross-cultural communication and information-gathering skills by intensively preparing for the **JLPT N1** examination.

Mar 2025 - Dec 2025

Horus Consultant Limited

Social Media Coordinator

- Develop KPI-driven digital content strategies and maintained dynamic content calendars to boost brand identity in a fast-paced environment.
- Craft compelling copywriting and produced engaging video Reels, utilizing Google Analytics to monitor audience retention and optimize conversion rates.

Mar 2024 - Feb 2025

Channel C

Social Media Editor & Reporter

- Supervise the online news team's daily workflows and content calendars, actively managing CMS, Meta, and YouTube channels alongside daily news writing and graphic design.
- Distill complex daily news into highly digestible, engaging scripts and voiceovers for podcasts across YouTube and Spotify, successfully driving over 10K-100K daily hits.
- Collaborate seamlessly with videographers to direct, script, and edit relatable video stories using Adobe CS.

Aug 2021 - Apr 2023

Hong Kong House of Literature "Formless/P-articles"

Reporter

- Conduct extensive background research and exclusive interviews with authors, artists and filmmakers to construct deep-dive feature stories.
- Edit and proofread print and digital publications, demonstrating a sharp eye for detail and the ability to translate profound cultural concepts for mass readership.

Jun 2020 - Apr 2021

Cupid News

Reporter

- Execute comprehensive daily news coverage, rapidly responding to breaking news, press conferences, and court hearings while anchoring real-time live broadcasts.
- Spearhead topic ideation and deep-dive research to construct captivating, evidence-based feature stories.
- Manage multi-platform CMS, hosted live broadcasts to drive community engagement, and edited dynamic video content using Adobe CS.

Jun 2019 - May 2020

Appleseed, Apple Daily

Feature Reporter

- Formulate original story concepts and authored well-researched, insightful articles on significant socio-cultural issues.
- Partner with video production teams to translate text-based research into compelling video narratives under tight daily deadlines.
- Organize and deliver live broadcasts to engage and connect with channel audiences.

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Current Salary: \$22,000
Expected Salary: to be discussed

EDUCATION

Bachelor of Communication Hong Kong Baptist University

2015-2019

- Major in Journalism
- Minor in Political Studies
- CGPA: 3.31

HKDSE

St. Mark's School

2009-2015

- CHI 5* / ENG 5* / MATH 4 / LS 5*
- BAFS 5 / CHI HIST 5** / CHI LIT 4

EXPERTISE

Research and Feature Writing

Social Media Editing

Graphic Design

Video Storytelling

SOFTWARE

MS Word, Excel, Powerpoint

Adobe Photoshop, Illustrator,
InDesign, Lightroom, Premiere Pro

Canva, CapCut, AI Tools (ChatGPT,
Gemini, Grok, Midjourney, Nano
Banana, Seedance, etc.)