

# Gurung, Celine

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A hard-working penultimate student with strong adaptability and work ethic developed through diverse leadership roles. Currently taking a gap year to develop skills, gain deeper experience, and make further meaningful contributions to organizations in the marketing sector.

## EDUCATION

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<b>The University of Hong Kong</b> <i>Bachelor of Economics and Finance</i> <i>with minors in Marketing and Japanese Language</i>	Hong Kong Expected 2028
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## PROFESSIONAL EXPERIENCE

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<b>Fēnxiǎng</b> <i>Marketing Assistant</i>	Hong Kong 01/2026-now
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- Conducted market research for circular fashion and social media trends
- Drafted emails for email marketing
- Actively assisted with coordinating seasonal collections

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<b>AIA International Limited</b> <i>Financial Planner</i>	Hong Kong 12/2025-now
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- Completed the Financial Management Internship Program (06/2025)
- Tailored the best-suited insurance plans for clients

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<b>le plein été</b> <i>Brand Ambassador</i>	Hong Kong 01/2025-now
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- Engaged in promotional and marketing materials for the brand that contributed to a *significant growth in Instagram followers to 4122 in less than a year*
- Provided recommendations on social media content creation and rebranding to the Hong Kong branch

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<b>Companies Registry</b> <i>Summer Intern</i>	Hong Kong 07-08/2024
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- Efficient administrative work with thorough organization and accuracy
- Demonstrated adaptability and organisational skills by handling multiple financial documents daily

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<b>AmReborn</b> <i>Marketing Assistant</i>	Hanoi 06/2024
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- Formulated marketing strategies based on the local preferences of social media platforms and living styles
- Provided feasible suggestions on how to enhance customer experience and improve the workshop environment

## SKILLS

### Languages:

- Fluent in English; Conversational Proficiency in Cantonese, Japanese, and Nepali

### Technical and Soft Skills:

MS Office/Excel	Canva	Figma	Adobe Photoshop	Adaptability
Teamwork skills	Organisational skills	Time-management skills	Leadership skills	Linguistic skills

## LEADERSHIP EXPERIENCE

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### HKU Fashion Society

*Founder and President*

Hong Kong  
09/2025-now

- Founded the student society and led a team to work towards *sustainable fashion* and *support local businesses*
- Organised tasks, hosted meetings, and ensured smooth operations

### G17 Global

*University Ambassador*

Hong Kong  
09/2025-now

- Contributed ideas and organised activities targeting sustainability

### The ALPHA University Chapter at HKU

*Associate General Secretary*

Hong Kong  
07/2025-now

- Assisted with event planning and coordination
- Worked with different organisational departments, including the Treasury Department

### The UNICEF Club at HKU

*Treasurer*

Hong Kong  
02/2025-now

- Assisted the club with bookkeeping and identified possible funding sources
- Drafted emails for collaborations to foster partnerships

### Nepali Society, HKU

*Internal Vice-Chairperson*

Hong Kong  
10/2024-now

- Led meetings and coordinated events
- Managed internal affairs and the division of labor within the committee
- Provided event *photography support* for society events

### HKU Student Ambassador

*Student Ambassador*

Hong Kong  
10/2024-now

- Assisted with event logistics and school visits
- Demonstrated adaptability and flexibility by transitioning between roles and effectively communicating

### CEDARS Student Ambassador

*Student Ambassador*

Hong Kong  
08/2024

- Promoted CEDARS events, sharing personal insights and providing guidance to underclassmen
- Exhibited strong leadership skills by collaborating with fellow student ambassadors from different faculties

## EXTRACURRICULAR ACTIVITIES & INTERESTS

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### Extracurricular Activities:

*Sustainability-related:*

ECF Project “Green School Energy Index” Online Portal and Engagement Activities for Secondary Schools and the General Public on Climate Change (2021) | Outstanding community project and final presentation for the 2021-2022 ECF YOUNG AMBASSADOR PROGRAMME

*Leadership-related:*

Project M2 Leadership Program (2022) | 香港浸會大學 – 全港中學生市場推廣大賽 (2022) | The University of HKU-Common Purpose Leadership Development Programme in Summer 2024 | CathayxCSAxDSA Sociathon – Hack for Social Good! (2024) | EMPOWER Participant, Cohort 2025-2026 | 未來女性就業計劃 Women’s Futuremakers Employment Programme (2026)

### Interests:

- Modelling and photography
  - Grew an Instagram audience of over 1,000 followers (2022) through strategic photo posting and editing
  - Achieved a prominent level of photo-editing skills