



Mélissa Pascale

Summary

Trilingual Public Relations Officer with 6 years of experience working for the representation of the Hong Kong Government to the EU and 15 countries in Brussels. I have worked on communication projects, international events, high level ministerial visits and other promotion activities at EU level. I am comfortable working in international and multicultural environments (Asia, Europe, Latin America).

Work experience

Hong Kong Economic and Trade Office - Public Relations Officer

Brussels, Belgium

06/2014 – present

Official representation of the Hong Kong Government to the European Union and 14 member states as well as Turkey

In 8 countries (Spain, France, Portugal, Ireland, Croatia, Bulgaria, Romania and Turkey):

- Media relations
- Organisation of promotional events (film festivals and opening events, exhibitions, university presentations, concerts, seminars...)
- Organisation of Hong Kong Ministers' visits to Europe
- Organisation and preparation of meetings with foreign Governments
- Reports and briefs on the latest economic and political developments in the countries under my purview
- Drafting of speaking points and press releases
- Updates of social media platforms
- Regular travelling to the countries under my purview
- Regular contacts with companies/startups, public institutions' representatives (governments, cities, regions...), artists, filmmakers, journalists and academics in those 8 countries and Hong Kong

University of Namur - Research Centre Information, Law and Society - Administrative Assistant

Namur, Belgium

04/2013 - 06/2014

- Update of the website of the research centre
- Organisation of events at the research centre in Namur and in Brussels
- Administrative tasks, translations for the researchers
- Writing the report of activities of the centre
- Organisation of the trips of the researchers

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rue des Clouteries 10/7, 6140,
Fontaine-l'Évêque – Belgium

Born on 23 January 1989

Driving License

Skills

- Cross-cultural communication
- Public relations
- Media relations
- Event management
- Social media
- Wordpress
- Protocol
- International promotion campaigns
- Corporate communication
- Trilingual: French, Spanish, English

Education

06/2010

Haute Ecole Albert Jacquard

Namur, Belgium

Bachelor's degree: Public Relations

12/2009

Hoge School Van West Vlaanderen

Kortrijk, Belgium

Certificate: Tourism Management

4-month Erasmus exchange / classes taught in English

Short courses

11/2018

International School of Protocol and Diplomacy

Brussels, Belgium

Certificate: International Protocol and VIP Management

University of Namur - International Affairs Department - Administrative Assistant

Namur, Belgium

01/2013 - 06/2014

- Organisation of official visits (in charge of welcoming foreign delegations, VIP's, Ambassadors)
- Organisation of missions abroad
- Organisation of conferences and cultural events
- Administrative work and reports
- Contacting foreign universities to renew or negotiate agreements

Secondary schools - Spanish and English teacher

Region of Charleroi, Belgium

03/2011 - 03/2013

- Teaching English and Spanish to secondary school students

Languages

French : mother tongue

Spanish : C2

English : C1

Cambridge Certificate of Advanced English

Reference

Mr Sam Hui, former Deputy Representative, Hong Kong Economic and Trade Office, Brussels: samcshui@hotmail.com

03/2019

ICHEC Business School

Brussels, Belgium

Training: Social media

Interests

- Yoga, meditation, cinema, travelling, salsa
 - Contributor to the online travel magazine Travel Tomorrow (since August 2020):
<https://traveltomorrow.eu/easter-island-the-impact-of-covid-19-on-the-worlds-most-isolated-island/>
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Other International experiences

- Solo world tour in 2019 (6 months) - Countries visited: Colombia, Peru, Bolivia, Chile, Easter Island, Australia, Myanmar, Cambodia
- Other countries visited outside Europe: Argentina, Malaysia, Thailand, Indonesia, Hong Kong, Macao, Canada, USA
- 4-month internship in Leeds in the United Kingdom in 2010 / Marketing and administrative assistant at Leeds Language College/ Marketing of the school and administrative tasks
- 5-month internship in Málaga in Spain in 2010 / Promotion assistant at the Malaga Convention Bureau / Promotion of the city as a destination for conferences and congresses.