# MANDI WONG MING YAN

Hong Kong SAR | mandiwongtablet@outlook.com | linkedin.com/in/mandiwong

*Practical AI | Workflow Design | User Adoption*

## PROFESSIONAL PROFILE

I help non-technical teams turn everyday business problems into usable AI workflows. My experience combines operations, programme delivery, stakeholder coordination, practical training and handover.

## HOW I WORK

Understand the real task and information sources. Build a small, useful workflow. Check the output and its limits. Train the people who will use it and make ownership clear.

## CAREER HISTORY

6-year continuous Founder-Led Business Journey: HairAgain -> HairCoSys -> EdCoSys

### Founding Team Member - Operations and AI Systems

HairCoSys Limited | May 2022-Jun 2026

Helped establish startup operations across administration, HR, recruitment, finance coordination, sales and vendors. Built NotebookLM company knowledge and role-specific Gemini workflows for research, social media, SEO articles and content production. Trained a non-technical colleague to run the workflow independently, with founder approval. Designed a staff and tutor operations system covering schedules, availability, work logs, payments, reminders and reporting.

### Senior Partnership Manager - Education and Corporate AI Training

EdCoSys Limited (assigned from HairCoSys) | Jun 2024-Jun 2026

Remained employed by HairCoSys; assigned by the same founder to help form and develop EdCoSys. Reviewed school and corporate needs, developed role-specific AI programmes and workflow exercises, facilitated practical sessions, and coordinated proposals, delivery, evaluation and follow-up.

### Marketing Executive

HairAgain | Jul 2020-May 2022

Managed WordPress, social media, content, analytics, paid advertising and external vendors.

### Senior Projects Manager

The Hong Kong Institute of Directors | Oct 2010-Oct 2014

Managed director-training programmes from planning through delivery and evaluation. Coordinated Council Members, trainers, speakers, companies, regulators and professional bodies.

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*Career background and selected work*

## SELECTED PRACTICAL WORK

Marketing workflow - used and handed over. Company knowledge, SOPs and Gemini Gems supported regular content production by an intern. The funnel received real enquiries and founder-meeting bookings.

Customer reporting - current project. Helping a multi-branch beauty corporation consolidate colleague-supplied files with AI skills and manual review. Report presentation awaits director confirmation; a connected database and dashboard are later phases.

Store Briefing Assistant - independent demo. Source review, correction and draft export on saved fictional campaign examples. Includes checks for conflicting dates and wrong task owners; no retailer adoption is claimed.

Public portfolio and code: github.com/EarthAurora. Further product demonstrations cover CRM, staff/tutor operations, learning and prompt scaffolding.

## EARLIER EXPERIENCE

Digital Marketing Consultant and e-Commerce Store Owner
Self-employed | 2016-2020

Business Development and Client Relationship Manager
Eze Castle Integration | 2016-2017

Client Relationship Manager
EQS Asia / TodayIR | 2014-2015

Membership Relations Executive
Federation of Hong Kong Industries | 2008-2010

Executive Officer
Chinese Manufacturers' Association of Hong Kong | 2007-2008

Project Trainee
Hong Kong Baptist University | 2004

## EDUCATION

MA, Media and Communication Management (Merit) - Middlesex University, UK | 2005-2006
BA (Honours), Humanities - Hong Kong Baptist University | 2000-2003

## PROFESSIONAL DEVELOPMENT

Gemini Certified Educator - Google | 2025
Data Analytics Certification - General Assembly
Professional Diploma in Digital Marketing - Digital Marketing Institute
Professional Diploma in Corporate Governance and Directorship - HKIoD and HKPC

## LANGUAGES

Cantonese: Native | English: Full Professional | Putonghua / Mandarin: Full Professional