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Résumé of Desmond Crofton

Summary

Desmond Crofton is an award-winning corporate communications specialist based in Hong Kong. He has more than 35 years' experience as a writer in Canada and Asia. Skilled in corporate/ financial pr, internal communications, crisis management, corporate writing. Portfolio of work samples available at <https://descrofton.com>.

Experience

Current: **Writer/Communications Consultant**
Hong Kong

Write and supervise production of pr/corporate communications (annual reports, sustainability reports, speechwriting, newsletters brochures, video scripts, press releases) for corporate and financial clients.

Wrote annual and/or sustainability reports for CITIC Limited, IFEC, MTR, Melco, Hong Kong Polytechnic University, Gammon Construction, The Hong Kong and China Gas Company (Towngas), and Vitasoy.

Revamped Hong Kong Polytechnic University website, wrote inaugural issue of newsletter (*Excel x Impact*); conducted workshops for communications staff of Hong Kong Polytechnic University.

Developed Chinese University of Hong Kong websites for CU Medicine, Egg Donation research project; postgraduate students and faculty.

Revamped Hong Kong University of Science and Technology website.

09/2007 –
12/2008: **Edelman Public Relations**
Account Director
Hong Kong

Managed corporate reputation/CSR practice. Clients included Daiwa Securities, Microsoft, Coca-Cola (projects).

Organized 2008 Daiwa Investment Conference, increasing media attendance from 5 to 30. Secured interviews for senior management with first-tier media (Dow Jones, CNBC) and supervised production of all media materials.

Coordinated Asia Pacific media campaign for Masdar, the clean tech initiative of the Abu Dhabi government, resulting in region-wide coverage in major media.

Managed crises for Microsoft (Xbox hardware failure) and Yili Dairy (China tainted milk scandal) on a project basis.

04/2005 –
08/2007: **Writer/Communications Consultant**
Hong Kong

Provided writing/ editing services/corporate communications consultancy for clients such as HSBC, Bank of China, Guangzhou R&F Properties, KCRC, Hang Lung Group, Hong Kong Jockey Club.

02/2004 –
04/2005: **Hang Seng Bank**
Senior Editorial Services Manager
Hong Kong

Managed the English editorial services section of Hang Seng Bank to provide writing/editorial materials for the Bank's internal and external customers: annual reports & interim results, speeches, press releases, articles and website content

02/2000 –
01/2004: **Kowloon-Canton Railway Corporation**
Manager (Publishing)
Hong Kong

Wrote/edited corporate materials such as the annual report, staff newsmagazine (distributed to 7,000 staff), press releases, industry magazine articles, speeches and website content.

Ensured effective investor relations by presenting positive image of the corporation and its activities, particularly in regard to the funding and construction of more than HK\$80 billion in new railway projects. Worked with KCRC Chairman, CEO and divisional and department heads in preparation of annual report and other major communications vehicles.

1993 – 2000: **Crofton & Associates, Consultant**
Hong Kong

Managed corporate communications consultancy for a wide range of clients in Hong Kong and Asia Pacific, with a focus on investor relations.

Clients: Bank of America, Chase Bank, Citibank, Government of Hong Kong, Hong Kong Academy for Performing Arts, Hong Kong Tourism Association, The Peninsula Hotels, Walt Disney Licensing, and Zuellig Pharma, as well as IPO listings for Hong Kong and mainland China companies.

1990 – 1992: **Bozell Advertising, Senior Writer**
Hong Kong

Developed and implemented advertising campaigns for Toyota, Texas Instruments, Johnson & Johnson and Ciba Geigy.

1987 – 1990: **Cardon Rose Advertising, Copywriter/Creative Director**
Toronto, Canada

Education: BA in English and Political Science, University of Alberta, Canada GRI Certified Training Course (for GRI sustainability report writing)

Awards: HK Electric, Gold award, 2017 ARC awards, Chairman's/President Letter category

Investor Education Centre, Gold award, 2017 HKMA Best Annual Reports in the category of "Best New Entry, Non-profit Making & Charitable Organisations"; Gold Award, 2023 HKMA Best Annual Reports in the category of "Excellence Award for Small Size Entries."

Melco International Development, CSR Report (Gold, 2009 ARC Awards)

Guangzhou R&F Properties Annual Report (*Gold*, 2007 ARC Awards)

Hang Lung Properties Annual Report (*Gold*, 2007 ARC Awards)

KCRC Annual Report (*Gold*, 2000/2001/2002, ARC Awards; *Grand Award: Best of Annual Reports*, 2001 Galaxy Awards)

Hong Kong Government, *ESDLife* corporate video, (*Silver Award*, 2001 U.S. International Film and Video Festival)

Hong Kong Academy for the Performing Arts, *Applause* documentary video (*Bronze Award*, 2001 U.S. International Film and Video Festival)