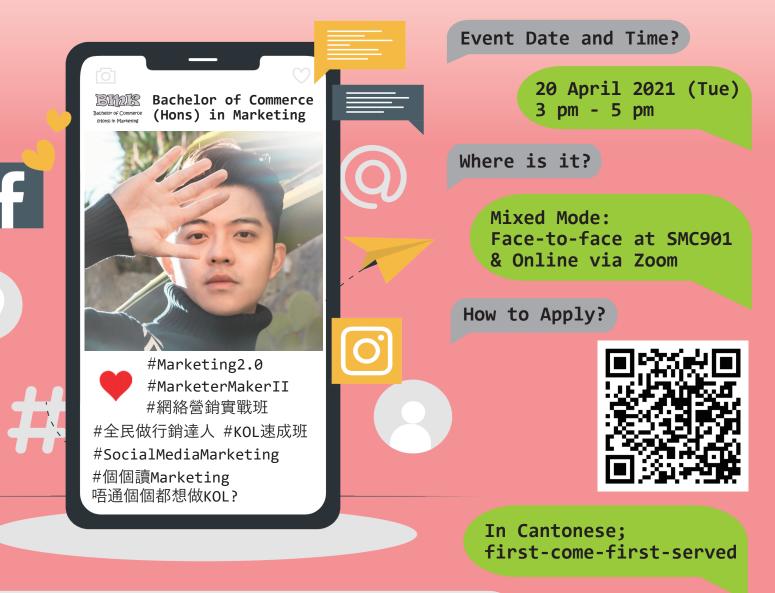




Careers and Employability Centre

## 「讀Marketing唔通個個都想做KOL?」 Jerry.C教你做KOL



## Speaker: Jerry.C 謝利

Jerry.C is a famous KOL / travel blogger / host / emcee / entrepreneur. Drawing on his own experience, he will help participants to explore their strengths and areas of interest in transforming into a successful KOL. With real-life case analysis, the workshop will introduce the business ecosystem of social media and influencer marketing in building brand awareness and rapport.



## **Enquiry**:

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