



**Ms HO, Michele**

Michele graduated with a degree majoring in English Language and English Literature before acquiring her Master's Degree in English Language Education then a PhD in English Language Education. She spent more than 10 years teaching Corporate Communication at the university. Driven by her passion towards popular culture, she pursued a post-graduate programme in Digital Marketing Strategies: Data, Automation, AI & Analytics offered by Northwestern University in the US before diving into the dynamic world of Digital Marketing at X Social Group Ltd. as a General Manager followed by the establishment of MBeaute – an

eCommerce platform facilitated by live-streaming, short thematic video production, content development and event management.



Michele has rich experience in coaching people from diverse backgrounds and learning needs. She has been appointed as an external consultant by local and international schools and universities while conducting train-the-trainer courses and workshops for in-service kindergarten, primary and secondary teachers. Likewise, she runs managerial courses and professional presentation skills workshops for large corporations, mainly listed ones such as MTR Corp, The Hong Kong Institution of Engineers, Hong Kong Housing Authority, United Overseas Bank (UOB), Knight Frank HK, Gucci Group, Lacoste Hong Kong, etc. Besides coaching, Michele develops and customises materials for all her individual and corporate learners.



Tapping into the ever-growing trend of live-streaming, Michele has engaged herself actively in a wide range of live-streaming events ranging from hosting live-streaming sessions herself to co-hosting ones with brand-owners, celebrities and KOLs from various disciplines covering make-up, skincare and health care products, etc.



Michele holds professional qualifications in nutrition, make-up, skincare and aromatic-therapy, together with her rich experience in live-streaming, product demonstration and expert recommendations, she has been invited to conduct training to potential and budding live-streamers and KOLs on delivering engaging and interactive live-streaming sessions on various platforms including Facebook and WeChat mini-program.



