

Chi-Chung Keung

SUMMARY OF QUALIFICATIONS

- Driven leader with over 30 years (including over 20 years in higher education) of experience leading strategic marketing, advertising, and public relations initiatives.
- Proven collaborative leader of management and classified staff – advocating for a diverse and inclusive culture to advance the broader institution brand.
- Directing award-winning marketing and communications programs across various print, social, and digital media platforms to advance college/university mission.
- Chief spokesperson/representative to media and with community leaders with proven history of securing high-profile news stories and managing controversial issues.
- Creating, developing, and implementing strategic marketing programs to support multi-million-dollar advancement campaigns.

EMPLOYMENT HISTORY

December 2015 – Present	Director News Media Services and Senior Communications Counsel Cal State Fullerton
October 2012 – December 2015	Public Information Coordinator (Chief Communications Officer) City of Fullerton
June 2011 – September 2012	Vice President, Communications Interact Communications
June 2005 – August 2011	Executive Director, Public Affairs & Marketing Long Beach City College
June 1999 - May 2005	Director of Marketing and Public Relations Cerritos College
February 1993 – June 1999	Director of University Relations Biola University
<i>August 1998 – December 2015</i>	<i>Adjunct Faculty (Media, Journalism, PR)</i>
1990 – 1993	Marketing Manager English Language Institute
1988 – 1990	Communications & Program Developer Pacific Coast Regional Small Biz Development Corp.
1988 (special one-year contract)	Account Executive Rowland Gaynor Public Relations, a division of Saatchi & Saatchi Advertising, Taipei, Taiwan
1984 – 1987	Account Executive Pepsi-Cola Bottling Group

EDUCATION

California State University, Fullerton

Doctorate in Education Leadership (in process), expected graduation, May 2021

California State University, Los Angeles

Master in Business Administration, Marketing (cum laude), 1989

University of Southern California

Bachelor of Science in Business Management, 1984

SKILLS AND EXPERIENCES

STRATEGIC COMMUNICATIONS

- Directing all news media efforts at CSUF charged with promoting and advancing the university's brand through strategic placement of national, regional, and local media stories.
- Directing marketing campaigns at CSUF for branding and recruitment and positioning university now for upcoming capital campaign launching in March 2020.
- Leading media communications team for the CSUF Crisis unit working in coordination with leadership across the campus.
- Directed rebranding efforts for the city of Fullerton and the Fullerton Police Department with the aftermath of the beating and subsequent death of Kelly Thomas.
- Led development and launch of the city of Fullerton's website and social media engagement.
- Developed rebranding efforts for major community colleges in Southern California including Cerritos College, Long Beach City College and Pasadena City College. Efforts included refreshing the use of college's logo/seal/word mark and the integration of technology into its marketing efforts.
- Reversed a three-year negative enrollment trend at Long Beach City College with a strategic integrated marketing and public relations program.
- Chaired the Enrollment Management Committee (comprised of faculty, staff, classifieds, and students) for institutional marketing and branding efforts to increase student enrollment at two community colleges.
- Developed and directed the strategic marketing and communications plans for Cerritos College, culminating in the successful passing of a \$210 million GO Bond.
- Spearheaded the development of a Public Affairs Office at Cerritos College to monitor and advise board and key administrators with community and legislative issues.
- Spearheaded the transformation of Biola University publications by introducing creative designs, branding editorial content, and enhancing diversity and inclusiveness.
- Directed the Corporate Image Program for Biola that included defining the corporate image, creating a new logo (the school's second in 89 years), developing a strategic implementation plan, and producing an institutional graphic standards manual.

LEADERSHIP/MANAGEMENT

- Invited to serve on the CSUF's President's Council on Diversity, Equity, and Inclusion and chaired the programming of diversity initiatives for the council.
- Experienced leader of management, classified, and student staff with responsibilities directing departments such as Government Affairs, Outreach, Digital Content Management, Editorial, Media Relations, Graphic Design/Publications, Community Relations, Marketing, and Advertising.
- Actively participated on the President's Cabinet to tackle issues ranging from crisis communications to long-term planning.
- Chairperson of Cerritos College's 50th Anniversary Committee - providing leadership and collaboration with leadership groups across campus in the planning, promotion, student integration, and fund-raising associated with this momentous celebration.
- Invited by the office of then Governor Pete Wilson to help coordinate a state-wide conference on Family Values through the Department of Social Services, resulting in four highly successful events between 1994-98.
- Directed the first-ever National Conference on Marketing and Public Relations for communication professionals in the then 90-member Council for Christian Colleges and Universities.

PROFESSIONAL AFFILIATIONS AND AWARDS

Titan Excellence Award Selection Committee, 2019

CSUF President's Council on Diversity, Equity and Inclusion, 2016-Present

City of Fullerton Mayor's Prayer Breakfast Committee, 2013-Present

CSUF Leadership Institute, 2014-2015

Lakewood Chamber of Commerce Board of Directors, 2013-2015

Leadership Long Beach, 2007-2008

Community College Leadership Development Institute, 2006

Cerritos Chamber of Commerce Board of Directors, 2003-2005

TechEd Conference Advisory Committee, 2003-2004

La Mirada Chamber of Commerce Board of Directors, 1995 –2002

- Chairman of the Board (1999-2000)

American Red Cross – Rio Hondo Chapter Board of Directors, 1998 – 1999

Public Relations Society of America, 1994 - Present

- Awarded the APR (Accredited in Public Relations) in 1999.