

# SUSIE S. CHONG

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**SUMMARY: Experienced legal film advertising (5 years) & administrative (7 years) professional in entertainment**

## EXPERIENCE

### LHH

Los Angeles, CA

#### ADMINISTRATIVE SPECIALIST (CONTRACT ROLE)

April 2023 – Present

*LHH is a prominent staffing agency in Los Angeles*

- **OFFICE MANAGEMENT:** Partner with department leaders to provide admin support, like calendaring, meeting coordination, data entry/management, ordering office supplies, coordinating with vendors, etc., to have the office run smoothly.
- **EVENT MANAGEMENT:** Coordinate & plan events from start to finish with the help of conferences & meetings. These meetings include arranging venues, catering, and other logistics.

### WARNER BROS. DISCOVERY

Burbank, CA

#### SENIOR ASSOCIATE: Legal Credits & Clearances *\*laid off due to company merger with Discovery\**

Aug 2021 – Dec 2022

#### ADMIN + EXECUTIVE ASSISTANT: Legal Credits & Clearances

Jan 2018 – Aug 2021

*Media guru Discovery merged with a major American film studio Warner Bros. Pictures = Warner Bros. Discovery in 2022.*

- **ADMIN/EXECUTIVE SUPPORT:** Calendaring, travel coordination, expense reports, event planning, email management, cross-functional dynamics, office phone handling, document prep, research, projects, & confidentiality handling sensitive matter.
- **LEGAL ADVERTISING:** Reviewed & approved public-facing ads for ~100 motion pictures (incl. HBO Max Originals, *Joker*, *A Star Is Born* films), ensuring compliance with contractual obligations & industry standards (e.g., logos, legal lines, MPA ratings, guild-compliant credits, & content).
- **RELATIONSHIP MANAGEMENT:** Liaised with key external entities (e.g., MPA, DGA, WGA, SAG, filmmakers, vendors) & internal stakeholders (e.g., Theatrical Marketing departments, Business Affairs, Feature Clearance attorneys, Ad/Pub attorneys, Legal, Labor Counsel, IP Counsel) to ensure legal clearance for all public-facing ads.
- **MANAGE:** Effectively trained & oversaw a team of 10 personnel (1 admin & 9 interns) throughout my role at WB, enhancing operational efficiency & productivity.
- **MANAGER FILL-IN:** Assumed managerial responsibilities for a month, ensuring seamless continuity of operations, meeting deadlines, & achieving a satisfactory rate even with fewer personnel.
- **PROJECT MANAGEMENT:** Maintained numerous working documents for use within the department & distributed select docs worldwide to non-U.S. Theatrical Marketing teams, film clearance contacts, & attorneys.

### WARNER BROS. PICTURES

Burbank, CA

#### INTERN: Domestic Publicity

Oct 2017 – Dec 2017

*Warner Bros. Pictures is a major American film studio*

- **PUBLICITY:** Managed press & assisted *Geostorm* junket & produced *12 Strong* publicity report for distribution. Developed itineraries for talents' publicity events (e.g., film premier/screening, junkets, talk shows) & 6 contact sheets of talents' & filmmakers' publicists, agents, & managers.
- **EXECUTIVE ASSISTANT SUPPORT:** Filled in for 2 coordinators'/assistants' desks, both of whom assisted Director & VP-level publicists.

### SUNDANCE INSTITUTE

Los Angeles, CA

#### INTERN: Marketing & Communications

June 2017 – Aug 2017

*Sundance Institute is a nonprofit that advances the work of independent filmmakers, storytellers, & visual artists*

- **PROJECT MANAGEMENT:** Spearheaded 5 cross-promotional partnerships & executed 3 on-site activations to promote NEXTFEST (Sundance Institute's L.A. film/music festival), which advances a curated selection of Sundance Film Festival films.
- **MEDIA RELATIONS:** Conducted in-depth research (via Cision & Google) to update & build media contact lists for optimal outreach; identified 185 accredited media contacts within the film, culture, arts, & entertainment realms worldwide.

### FOXNEXT GAMES (20<sup>th</sup> Century Fox's games division before being bought out by Scopely)

Century City, CA

#### INTERN: Marketing

June 2017 – Aug 2017

*FoxNext Games specializes in the licensing & development of mobile/console/PC games based on 20<sup>th</sup>/21<sup>st</sup> Century Fox's work*

- **SOCIAL CAMPAIGN:** Organized Twitter sweepstakes for *Office Space: Idle Profits* (mobile game based on *Office Space* film) that kicked off at Comic-Con International, which garnered a reach of approximately 4 million users (8 million impressions), achieving an engagement rate that was twice the industry average.
- **MARKETING/PRODUCTION:** Conceptualized promotional methods for 20th Century Fox Film's mobile/console games. Developed marketing presentations & tracked timelines of products. Provided feedback for 2 in-development mobile games.

## HOMERUN PR

### INTERN: Public Relations

Los Angeles, CA  
May 2016 – Jan 2017

*HomeRun PR is a boutique public relations firm in the video game industry*

- **COPYWRITING:** Synthesized client-given data, conducted online research, & performed product testing to draft press release for *unWorded*. Finalized *unWorded* press release for 29 online editorials; achieved reach of 103,875,589 as of January 2017.
- **MEDIA COVERAGE:** Monitored media coverage & online reach for new mobile/console/PC games for 15+ clients & composed online coverage reports for client review.

## POKE SALAD BAR

### SHIFT LEADER

Pasadena, CA  
May 2015 – Jan 2016

*Poke Salad Bar is a fast-casual restaurant that specializes in poke bowls, inspired by Hawaii's famous poke bowls*

- **LEADERSHIP:** Trained 2 new employees and supervised 3 to 5 employees per shift. Delegated duties to each employee to operate efficiently and allocate resources effectively.
- **CUSTOMER SERVICE:** Delivered excellent customer service while multitasking and operating food service lines and the register. Operated register with an error rate of 0%.

## KAISER PERMANENTE (GIFT SHOP)

### VOLUNTEER

Honolulu, HI  
Jan 2006 – Jan 2007

*Kaiser Permanente is a well-known hospital chain on the west coast of America*

- **SALES:** Assisted an average of 20 customers per shift, resulting in daily sales of \$300+. Processed an average of \$300+ in transactions per shift, with a cash handling accuracy rate of 100%, and balanced the cash register at the end of each shift.
- **POINT-OF-SALE:** Operated the point-of-sale system to process transactions accurately with an error rate of 0%.

## EDUCATION

### California State University at Los Angeles

Bachelor of Science in Business Administration & minor in Marketing

Los Angeles, CA  
Sep 2015 – Dec 2017

### Los Angeles City College

Associate of Arts in Business Administration

Los Angeles, CA  
Jan 2014 – June 2015

### University of Hawaii at Manoa

Took fundamental Business courses through junior year then moved to Los Angeles

Honolulu, HI  
Aug 2010 – May 2013

## DISTINCTIONS

- **TECHNICAL SKILLS:** **Adobe Acrobat** (editing PDFs), **Adobe InDesign** (digital layouts like restaurant menus), **AI Programs** (e.g., ChatGPT), **Asana** (team collaboration app), **Canva** (graphic design tool), **CisionPoint** (press research software), **Dropbox** (cloud storage & file sharing), **Google suite** (calendar, docs, spreadsheets, slides, chat, video), **Hootsuite** (social media management), **Keynote design** (macOS' version of powerpoint), **Microsoft Office suite** (Excel, PowerPoint, Word, Teams), **Slack** (team collaboration app), **SAP Concur** (travel/expense reports), **Sharepoint** (team collaboration app), **Social media** (Facebook, Instagram, Twitter, YouTube, LinkedIn), **Studio System** (entertainment contact database for publicity), **WordPress** (blogging platform), **WebEx** (video conferencing), & **Zoom** (video conferencing)
- **SOFT SKILLS:** Administrative support, Executive support to C-suite executives (e.g., phone, email, travel, expense reports, calendaring, greeting guests, special projects, etc.), Advertising, Film advertising, Legal film advertising, Legal support, Legal risk analysis, Contracts, Guerilla marketing, Social media marketing, Marketing campaigns, Activations, Promotional partnerships, Event management/planning, Project management, Public/Media relations, Press releases, Press junkets, Communications, Copywriting, CRM (Client relationship management), Customer service, Data entry, Fashion retail, Food service
- **BILINGUAL:** Basic proficiency in Korean (speaking, reading, writing)

# WORK PERSONALITY TEST RESULTS, FOR YOUR KNOWLEDGE



## Reliable

Highly Reliable individuals can be counted on by others to meet their commitments, producing work that is consistent and predictable.

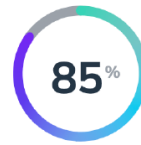
- They are diligent when it comes to completing their assignments - managing their time and workload accordingly
- They make sure they are able to handle their current workload before agreeing to take on more
- They know how to deliver consistently



## Detail Oriented

People who score highly on Detail-Orientation usually want their work to be perfect, concerning themselves with the specifics in order to achieve a level of quality they are able to accept.

- They prefer to invest time in producing polished results rather than rushing their work
- They are precise in their delivery and pay attention to all components involved, making sure important details are not overlooked
- They often find errors or omissions that others are likely to miss and like to see that they are addressed
- They are usually able to identify improvements needed in any stage of review



## Orderly

Individuals who are highly Orderly prefer structure, organization, and proven methods. They are careful in their approach to work and tend to stick to the rules and guidelines.

- They prefer regularity and planning and are hesitant to act on a whim or rush into things
- They are organized and structured with their time, preferring to finish things and cross them off their to-do list before moving on to something else
- They like to have clarity when it comes to their assignments
- They are cautious and prepared
- They are organized in most aspects of their work, taking care to avoid mistakes



## Decisive

Decisive individuals are unique in their ability to process information and arrive at conclusions in a direct manner. They are comfortable making decisions and do not get caught in inertia when presented with choices and options.

- They are purposeful and firm in their thoughts and actions
- They can act on limited information and set a path forward even when the future is uncertain or some things are out of their control
- When "good enough" is better than perfect, they set clear parameters for arriving at a result and tend to not overthink or prolong decisions
- They prefer to settle an issue and move on instead of engaging in open-ended exploration or conceptual discussions