
Karina I. C. La'O

Norwich, England NR2 4FB +44 744-231-5041

karinaiclao@gmail.com

Linked In: www.linkedin.com/in/karinaiclao

Website: www.karinaiclao.com

Skills: Creative writing and storytelling, editorial and proofreading excellence, copywriting and content creation, project management and coordination, direct customer service and client relationship management, multicultural and international communication

PROFESSIONAL SUMMARY

Dynamic creative writer, editor, and academic researcher with international experience and a proven track record of transforming ideas into compelling narratives. With extensive freelance editing for prestigious publishers, hands-on management and copywriting roles at Baker & Bloom, and advanced study as a PhD candidate in Creative/Critical Writing at UEA, I excel in delivering polished, publication-ready content. Complementing my literary expertise, I bring strong direct customer service skills—cultivated through roles that required excellent interpersonal communication, client relationship management, and attentive, responsive service. My diverse skill set enables me to effectively manage projects and consistently exceed expectations in fast-paced, innovative environments.

WORK HISTORY

PGR Student Advisor (Heritage and Cultural Diversity Forum), 2024 – present (Part-time)

EMPOWER, University of East Anglia – Norwich, Norfolk

- Developed and designed promotional materials that significantly increased awareness and engagement for the Heritage and Cultural Diversity Forum
- Coordinated logistics and planning for the main forum event, ensuring a seamless and impactful experience
- Created and delivered an interactive workshop lesson for secondary schools, inspiring students to explore and showcase their cultural heritage
- Organized a dedicated workshop day event, managing scheduling, resources, and overall execution to support student-led projects for the main forum

Center Manager & Copywriter, 2021 – 2023 (Full-time), 2023 – 2025 (Part-time)

Baker & Bloom, Ltd. – Hong Kong and Remote

- Oversaw daily center operations, ensuring smooth coordination among staff and effective communication with the COO, teachers, and administrative teams
- Developed and refined written content for marketing materials and company communications, maintaining a consistent brand voice
- Built and nurtured strong customer relationships as the primary point of contact
- Designed and implemented creative campaigns and graphics for promotional purposes
- Managed scheduling and project timelines to ensure timely completion of initiatives

Freelance Editor, 2024 (Contract-based)

Cambridge University Press - Remote

- Edited Mark du Rond's *Dark Justice: Inside the World of Paedophile Hunters*, a 65,000-word manuscript
- Proofread and style-edited the text to ensure clarity, consistency, and adherence to the author's voice
- Collaborated closely with the author to align with publication standards

Sales Associate, 2020 – 2021 (Part-time)

Hollister Co. – Hong Kong

- Delivered exceptional customer service, ensuring a welcoming and engaging shopping experience
- Assisted customers with product selections, fitting, and styling advice in a fast-paced retail environment
- Managed point-of-sale transactions, maintained store merchandising, and restocked inventory

- Collaborated with team members to meet sales targets and uphold the brand's image and service standards

Parade Audience Control Team Member, 2019 (Full-time)

Walt Disney Company – Orlando, Florida

- Managed crowd control during daily parades to ensure guest safety and a seamless viewing experience
- Directed large groups of guests with clear communication and friendly guidance
- Collaborated with operations and security teams to maintain order and address any concerns promptly
- Contributed to creating a magical, enjoyable environment by upholding Disney's high service standards

EDUCATION

Doctor of Philosophy – Creative/Critical Writing, 2024 – 2027 (Current)

University of East Anglia – Norwich, United Kingdom

Critical Dissertation: Reimagining the 'Witch': The Babaylan in Filipino Culture and Identity

Creative Component: *The Labyrinth*, a novel.

Master of Arts with Merit – Creative Writing (Prose Fiction), 2023 - 2024

University of East Anglia – Norwich, United Kingdom

Elected Coursework: Short fiction and cross-medium adaptation.

BA (Hons) – Visual Studies, 2017 - 2022

Lingnan University – Hong Kong

Final Year Critical Dissertation: Girlhood and the Female Through the Male Narrative in Film

Final Year Creative Component: *Oh, Winona* (feature film script)

WRITING AND PUBLISHING HIGHLIGHTS

Self-published Poetry Collection, 2023

A Body of Words

- Authored a collection of 30 poems featuring illustrations by Michaella Ruth Gallardo
- Achieved sales of approximately 50 copies
- Conceptualized, managed, and executed the entire project (creative development, production, marketing, and sales)

OWN Academy x Soho House Hong Kong Mentorship Program, 2021

Mentee Writer

- Collaborated with Mr. Gary Liu (former CEO of the South China Morning Post) to conceptualize, write, and self-publish the initial chapters of a novella
- Delivered a live book reading at Soho House, showcasing my literary work whilst engaging with a diverse audience

Zolima_Citymag, 2020 – 2021

Featured Writer

- Authored and self-published a short story collection that was edited by journalist Christopher Dewolf (The Wall Street Journal and the South China Morning Post)
- Exhibited the work for several months at Zolima_Citymag's *After_* exhibition

Hong Kong Top Story Competition, 2016

First Place, Junior Division

- Awarded first place for my short story entry "Six Minutes"