

Associate Director

Sales & Client Solutions, Global Workplace Solutions,
The Greater Bay Area
CBRE

LI HIU WA QUEENIE

Associate of Arts in English for Professional Communication
Graduated in 2011

Associate of Arts in English for Professional Communication (AAEPC) was not only a fun experience to learn things that Queenie loved: culture, language, design, and business communication, it also equipped her with the essential skills required. With what she learned from AAEPC, she obtained a first class honours in Bachelor of Arts in Professional Communication and a great journey in her Sales & Marketing career – she found herself uniquely positioned to offer skills highly demanded in the field: business acumen, creative thinking, as well as writing, presentation and design techniques. Working amongst technical professionals and multicultural coworkers, she is skillful to collaborate internally and articulate solutions to solve clients' problems in a presentable and professional manner. The transferable skills are useful regardless of industries: she has been in the F&B, Branding, and Recruitment industries, and now Commercial Real Estate – and have had no challenge switching fields. In fact, this mobility has gained her valuable exposure to companies of different scales and natures.