



CONFIDY KONG

Creative Lead

confidy.kong@bodhiresearchgroup.com

Confidy Kong is the Creative Lead at Bodhi Research Group. Focused on the company's branding and marketing. Ms. Kong brings an element of refinement, sophistication, and strategy to Bodhi Research Group that runs deeper than digital. From ideation to execution, Ms. Kong conducts the design, strategy, and operations of Bodhi Research Group's educational arm involving: seminars, webinars, and conferences. Ms. Kong excels in client relationships by curating exceptional experiences with her in-depth knowledge and previous network in the arts, entertainment, and culinary and wines sectors. Education and experience ranging from creative direction, social art direction, brand identity, digital marketing, market research, and strategy development allow for the seemingly opposing worlds of "business and arts" to blend together seamlessly. Her penchant for inventiveness and an acute eye for accuracy delivers Bodhi Research Group a perspective both exciting and enlightening.

Beginning her career at Marques d'Elegance, an exotic automobile and luxury lifestyle events company, she was the C-Suite Executive Assistant eventually working towards Marketing Assistant and later, Marketing Manager. During her tenure, she developed advantageous expertise and etiquette serving the clientele of primarily single-family offices. Ms. Kong's artistic involvement within the fashion industry such as; direction, photography, styling, and copywriting were issued in multitudes of publications including Elléments Magazine, HUF Magazine, Destinations of The World, WEST, Forum Magazine, The Invidiata Collection and more.



This recognition spearheaded her career in creative direction and digital marketing at companies such as Perk Naturals, U-Feast, and INK Entertainment and with offers from Huawei and ASTOUND.

After returning from living abroad in Austria, she received her Bachelor of Arts at Wilfrid Laurier University for Organizational Leadership and Psychology. Ms. Kong furthered her education in research by recently completing certifications in UX Design and Data Analytics at BrainStation. Ms. Kong also earned a Diploma in Business Marketing at Mohawk College of Applied Arts and Technology; she received a number of awards from provincial and national Marketing Case Competitions and was on the Dean's Honour List. Aside from the technical skill-set, Ms. Kong is expanding her interests in culinary and wine culture is currently enrolled in the Court of Master Sommelier.

