

Nicole Chisholm

International Expansion | Strategic Projects | Business Operations

Hong Kong Permanent Resident • 8 years HK experience • Full right to work

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PROFESSIONAL SUMMARY

International project and operations leader with 15+ years of experience delivering expansion, business transformation and strategic initiatives across retail, education and commercial environments. Eight years based in Hong Kong, with experience leading cross-border projects across APAC, North America and Europe. Proven track record translating business priorities into structured plans, aligning cross-functional teams and senior stakeholders, and delivering complex initiatives from concept through to launch.

CORE COMPETENCIES

End-to-End Project Management	International Expansion
Strategic Projects	Cross Functional Leadership
Budget & Cost Management	Lease, Vendor & Contract Negotiation
Stakeholder Management	Process Improvement
KPI & Performance Reporting	Change Management
Programme Governance	Multi-Market Operations

PROFESSIONAL EXPERIENCE

Project Manager – Global Expansion

Jun 2024 – Jul 2026

Cullen Jewellery | Melbourne, Australia

- Led the end-to-end delivery of 11 retail development projects across Australia, New Zealand, the UK, USA and Canada between 2024 and 2026, managing site acquisition, commercial lease negotiations, design development, construction, operational readiness and launch.
- Conducted market research, demographic analysis and site evaluations to support international expansion planning, informing market prioritisation and retail location selection across North America, Europe and APAC.
- Partnered closely with the Architectural Project Manager throughout design development, floorplan review, construction, fit-out and site readiness, representing operational and customer experience requirements and coordinating adjustments to ensure projects met brand and site requirements.
- Aligned cross-functional stakeholders including Retail, Marketing, Procurement, Finance, Architecture, landlords, consultants and contractors to manage dependencies, mitigate risks and ensure successful project delivery.
- Developed a global expansion playbook standardising project delivery, stakeholder engagement and vendor management to support scalable international retail expansion.
- Achieved a 95% internal stakeholder satisfaction score across showroom development projects, recognised for collaborative project delivery and alignment with brand standards.

Project Manager – Special Projects

Mar 2023 – Oct 2023

Higher Ground Education | Hong Kong SAR

- Established the company's inaugural school in Bali, Indonesia, creating a temporary launch environment within 5-star AYANA Resort & Spa while the longer-term site was being planned.
- Took the project from concept to operational launch in under 3 months, welcoming 110+ students in the first two months and exceeding enrolment targets by 33%.

- Led all project workstreams including business planning, budgeting, resource allocation, stakeholder management and operational readiness, delivering the school launch on schedule.
- Directed a summer camp programme across China, Hong Kong and Indonesia enrolling 700+ students in 5 weeks - the company's highest-ever summer camp revenue.
- Coordinated cross-border project teams and executive stakeholders across Hong Kong, China and Indonesia.

Operations Manager

Oct 2021 – Feb 2023

Higher Ground Education | Hong Kong SAR

- Oversaw operational and strategic growth across 6 school campuses in Hong Kong, driving a 62.5% improvement in enrolments over 4 months through data-led process redesign.
- Redesigned the end-to-end enrolment journey, improving conversion, operational efficiency and customer experience while reducing administrative complexity across six campuses.
- Launched Guidepost Family Club as a new business venture, leading operational setup, customer journey design and launch execution that drove a 77% increase in customer acquisition.
- Managed cross-functional delivery of new campus openings, coordinating vendors, marketing, staffing and operational readiness to ensure successful launches.

Project Manager – Education Programmes

Mar 2016 – Aug 2021

MiniMinds | Hong Kong SAR

- Managed end-to-end delivery of education programmes, coordinating scheduling, resource planning and educator operations to support hundreds of students annually.
- Partnered with educators, parents and leadership to deliver consistent programme operations and maintain high service standards.
- Organised educator training workshops and supported implementation of structured learning programmes.
- Monitored programme performance through structured feedback and operational reporting, identifying opportunities to improve programme delivery and student outcomes.

Talent Manager

Mar 2015 – Mar 2016

Judy Inc. | Toronto, Canada

- Managed a roster of 90+ artists across Toronto, Montreal and Vancouver, coordinating complex multi-city schedules to maximise productivity and revenue.
- Negotiated and closed contracts for endorsements, commercial and advertising engagements, securing favourable terms for talent and the agency.

Talent Manager

Oct 2010 – Mar 2015

Plutino Group | Toronto, Canada

- Managed schedules and project pipelines for 30+ fashion stylists and hair & makeup artists, ensuring timely execution of all engagements across Canada.
- Negotiated short and long-term contracts, consistently securing fees within agency parameters while maintaining strong long-term client relationships.
- Led the company's 20th anniversary rebranding, overseeing website relaunch, sponsorship acquisition and full event logistics.

EDUCATION

Associate of Arts (A.A.) / Higher Diploma in Fashion Arts & Business

2008 – 2010

Humber College (Polytechnic Institute), Toronto, Canada

SOFTWARE PROFICIENCY

Salesforce • Microsoft Office • Monday • Asana • Xero • Notion • Trello • Formstack • Canva • AI-assisted research, analysis & workflow development

VOLUNTEER WORK

Copywriter — STOP Trafficking of People, Hong Kong SAR

2018 – 2022