

ALUMNI SPOTLIGHT



From Pharmacy to Content Creation: Evangeline Pang on Building a Career Through Passion and Persistence

For Evangeline Pang (IBDP 2015), the path from SISHK to becoming a full-time content creator was anything but straightforward.

After graduating from SISHK in 2015, Evangeline moved to the UK to study Pharmacy at University College London (UCL). She later spent almost three years working in the pharmaceutical industry before taking an entirely different direction—turning a creative hobby into a full-time career as an online content creator.

Today, her work spans long-form commentary videos and short-form dance content, combining interests that developed from experiences dating back to her school days.

Beginning at SISHK

Some of Evangeline's fondest memories of SISHK are simple ones: spending hours with friends playing 三国杀 during recess, lunch and free periods—and even arriving early and staying late at school just to squeeze in a few more rounds.

But one seemingly difficult experience at SISHK would have an unexpectedly lasting influence on her life. During a year-end talent show in Secondary 1, Evangeline found herself not part of a dance performance with her class. It was an upsetting experience at the time, but it became the catalyst for something much bigger: she decided to learn how to dance. This experience completely changed the trajectory of her life and eventually led to the career she has today!



Taking the Practical Path Leads to an Unconventional One

When it came time to choose a university degree, however, becoming a content creator wasn't part of Evangeline's plan.

Unsure exactly what she wanted to pursue but knowing she enjoyed science, she chose Pharmacy at UCL—a field that offered strong career prospects while combining science with the social aspects of working with patients and healthcare professionals. She worked in the pharmaceutical industry for almost three years after university.

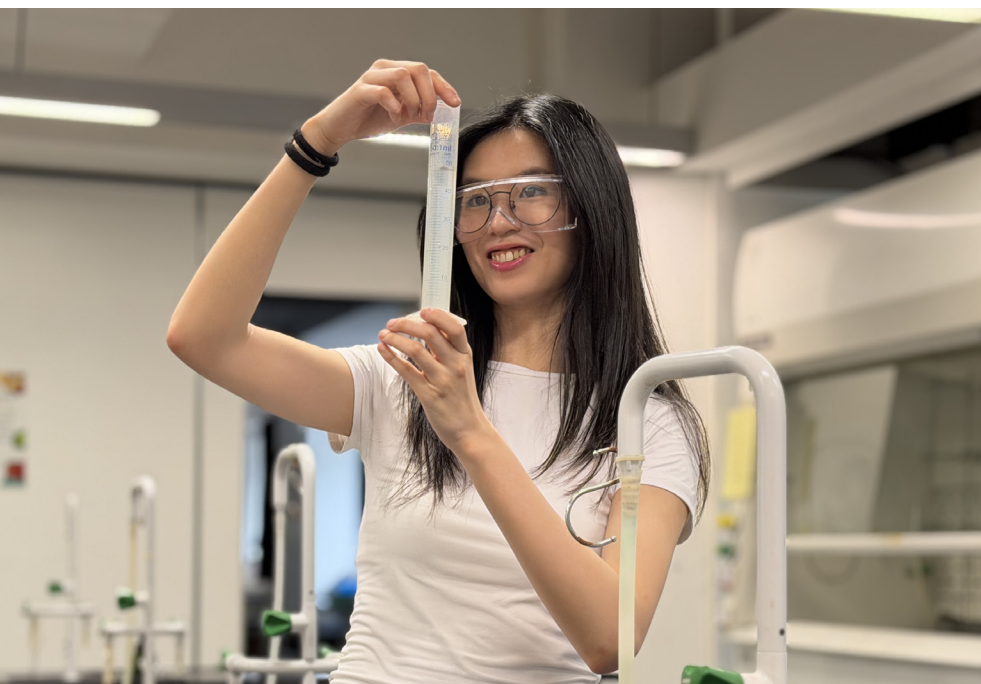
In hindsight, Evangeline says choosing Pharmacy gave her something that would later prove particularly valuable: flexibility. Even today, being a qualified pharmacist allows her to take occasional shifts alongside her primary career in content creation.

From Dance Videos to an International Audience (Becoming Ploopy678)

Evangeline's journey into content creation began without a business plan or ambitions of building an online career. She simply started filming herself dancing to document her progress. The videos initially stayed private until a university friend saw one and encouraged her to post it online. From there, Evangeline began sharing content under the social media (Youtube, Instagram and TikTok) handle "Ploopy678," which she continues to use across her online platforms today. She discovered that she enjoyed much more than dancing in front of the camera. She loved the entire creative process—from putting together outfits and filming to editing the finished videos.

"It started out purely as a hobby, and I never imagined it would grow into an international community."

A major turning point came in 2019, when one of her videos went viral. For the first time, Evangeline began to see that the hobby she loved could potentially become something more. Eventually, she left the pharmaceutical industry to pursue content creation full-time.



The Work Behind the Camera

Building an online career, however, involves much more than creating videos. Evangeline currently divides her time between producing long-form commentary videos and short-form dance content, while continuing to take regular dance lessons to develop her technical skills.

There is no typical working week. Her schedule changes according to sponsor deadlines, the subjects she is researching and developments across the constantly evolving social media landscape.

Keeping pace with that change has been one of the biggest challenges of her career.

"Trends constantly evolve, and the quality of online content continues to improve. What worked a year ago may no longer be enough today. Building and maintaining a platform is a constant journey of learning and self-improvement," Evangeline says.

When it comes to business operations, emails, administration, negotiating commercial deals and keeping track of payments are all part of the job—parts of being a content creator that audiences rarely see.

Maintaining creativity also requires knowing when to step away from work. Evangeline acknowledges that running a business can easily allow work to consume everyday life and lead to burnout.

She now deliberately makes time for hobbies, friends and family, finding that time away from work can actually generate some of her best ideas. Sometimes, she says, a completely random conversation with a friend or family member becomes the inspiration for her next video.

Having Plan B Gives You the Freedom to Pursue Plan A

Evangeline's experience has also changed how she thinks about success and measures growth. When she was younger, success was more closely associated with tangible achievements and milestones.

While those still matter, she now places greater value on learning, challenging herself and continuing to improve her craft.

For SISHK students and alumni considering unconventional careers, Evangeline's advice is simple: pursuing a different path doesn't mean giving up your safety net.

When Evangeline decided to pursue content creation, she had already earned her degree and qualified as a pharmacist. Having a profession to return to gives her the confidence to take a bigger creative risk.

"You don't have to choose between being practical and following your ambitions—sometimes, having a Plan B gives you the freedom to go after your Plan A."

She has now realised that pursuing Pharmacy at UCL has always been her Plan B, but she's grateful to have that.

She also reflects something she wishes she had understood earlier. As a teenager, Evangeline remembers sometimes holding herself back because she worried about appearing to be "trying too hard" or standing out from her peers.

If she could speak to her younger self at SISHK, her message would be simple: if something genuinely matters to you, pursue it wholeheartedly.

"It's okay to be ambitious, to stand out, and to care deeply about what you're doing."

For a career that began almost accidentally—with an upsetting school experience, a love of dance, and videos initially intended for nobody but herself—it is perhaps a fitting lesson: the path forward does not always have to be conventional, or even obvious, to be worth pursuing.

