



CHU CHU

EDUCATION

2020.09 – Present Grenoble Ecole de Management, France
MSc in Fashion, Design, and Luxury Management

2018.09 – Present Grenoble Ecole de Management, France
Master in Management (Programme Grande Ecole) | GPS: 15.08/20.00

2014.09 – 2018.06 Shanghai Xingwei College
Bachelor in English (Liberal Arts) | GPA: 3.87/4.00

CONTACTS

TELEPHONE

+(+86) 189 6803 0733

EMAIL

ceciliacchu@126.com

LINKEDIN

linkedin.com/in/chu-c-4aa5a317a

PERSONAL SKILLS

CHINESE

NATIVE SPEAKER

ENGLISH

ADVANCED

TOEFL 94 | GMAT 650

FRENCH

NOVICE | A2 LEVEL

BASIC FRENCH READING

MICROSOFT OFFICE



TEAM WORK



LEADERSHIP



MOTIVATION



CREATIVITY



INNOVATION



WORK EXPERIENCE

MARKETING INTERN · IMAGINEX GROUP

December 2019 – March 2020 / Shanghai, China

- Take charge of daily administrative work of Marketing and Communication team, including meeting room booking, document filing and printing, weekly meeting agenda preparation, regular payment application and delivery express distribution
- Communicate with internal departments and external vendors
- Take charge of management and record of the storage in Shanghai Office
- Assist women/men brand (ba&sh, Paul Smith and Canada Goose) team - ensure proceeding of marketing campaigns, plans and projects
- Assist marketing campaigns including materials preparation, sample delivery and necessary applications
- Take charge of making reports of marketing campaigns including consolidation of sales data and customer reflections
- Assist to collect and prepare drafts and materials of DP, OOH and social media exposure
- Follow the schedule of brand exposure in-mall's offline and online channels and make monthly or quarterly reports

RETAIL INTERN · MONTAIGNE GARMENTS (LACOSTE)

May 2019 – November 2020 / Shanghai, China

- Take charge of administrative works of retail team
- Communicate with internal departments and external vendors based on SOP
- Assist to prepare store visit pack for France HQ's and shareholders' store visits
- Assist store operation: support to stores' new-opening, store status change announcement and store file maintenance
- Assist in staff uniforms order and replenishments
- Take charge of store staffs' monthly sales check and achievement calculation based on retail KPIs
- Data support to operation supervisor and assist in processing raw data from RUNSA system
- Assist in sales reports updates and tracking promotion activities
- Take charge of consolidation of promotion activity proposals and updates of promotion calendar
- Take charge of allocation GWP for promotions and following transfer or replenishment