



Fang (Rosie) FANG

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Date of birth: 06/03/1987 LinkedIn: Rosie Fang
Nationality: Chinese Visa status: APS (Autorisation Provisoire de Séjour)



KEY COMPETENCIES

Strong interpersonal and problem solving skills | Resilient & entrepreneurial | Positive & consistent | A good team player as well as team leader | Design thinking & A good presenter | Familiar with both western and Chinese e-commerce and social media platforms | Have a good understanding of Chinese market and French culture & luxury industry | Curious about new knowledge and new experiences | Good aesthetic

PROFESSIONAL EXPERIENCE

- 2019 (2,5 months) **DFS, Paris, France - ESSEC Field Project/ La Samaritaine Project Consulting Mission**
- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020
 - After research of many successful high tech & hospitality companies, we delivered recommendations in management, marketing and CRM, in the final recommendation, I was in charge of:
 - Chinese market & client analyse and developed a correspondent employee toolkit, including basic knowledge and practical tips;
 - Marketing & social media strategy & CRM & special client experience development.**
- April 2019 (1 week) **Louis Vuitton, Paris, France – ESSEC retail internship**
- Actively participated in the sales of the store to assist international and local clients
 - Able to gain trust and establish good relationship fast with the clients
- April 2019 (1 week) **D'ESTRÉE, Paris, France – ESSEC digital consulting mission**
- As the team leader, leading the team to developed **digital marketing strategies with the objective of brand identity & online presence enhancement and e-commerce boost**. The final delivery includes **SEO, SEM plans and social media campaign & brand community establishing plans**.
- 2015 – 2017 **Beifu Dream Education and Technology Co.,Ltd., Beijing, China**
(Start-up that developed a **social media platform (APP) targeting younger generation**)
Content & Marketing Department Manager, Executive Assistant to the General Manager
- Marketing strategy and execution, content creation and online community building.**
 - Assisted in building the APP with the in-house IT team
- 2015 – 2015 (8 months) **2G Design Agency, Shanghai, China - Project Manager**
(French design company that provides retail space interior design and branding solutions to international as well as Chinese fashion brands.)
- Managed creative projects** (at most 7 projects at the same time)
 - Acted client point of contact & communication, **managed design briefing and coordination with the design team**
 - Supervised suppliers
- 2012 – 2015 **B+CR Marketing Consulting, Shanghai, China - Project Coordinator**
(Marketing services company with an international client base, i.e. Auchan and DuPont)
- Provided PR & marketing strategies/services, including consumer market marketing, B2B marketing (on & offline)
 - Events management, i.e. Curated 12 interior designer & Architect salons within one year for DuPont China

EDUCATION

- 2018 - 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include: Jean Patou: Relaunch strategy development (18/20)
Saint Laurent: The secret of their successful rebranding under the lead of Hedi Slimane (17/20)
24 Sèvres OMNI channel analysis (16/20)
- 2017 – 2017 **Instituto Marangoni, Shanghai, China**

(6 months) Fashion/Apparel Design – Short-term programme

2014 – 2017 **East China University of Science and Technology, Shanghai, China**

Bachelor of Business Administration and Management, with the **graduation thesis, “The success of e-commerce & social media marketing strategy of American fashion brand Free People and how they could replicate their success in China market”**

2006 – 2010 **University of Shanghai for Science and Technology, Shanghai, China**

Bachelor of pharmaceutical equipment and flow of production

LANGUAGES AND TECHNOLOGY

Languages Mandarin: native, English: fluent, French: B1 (improving)

Computer skills Mac and Windows Operating Systems, Microsoft Office (Excel, **very good at PPT**),
Adobe **Photoshop, Lightroom, Final cut**, etc.

INTERESTS AND VOLUNTEER EXPERIENCE

World traveller; Lifestyle and fashion specialist; Interested in art, interior design, architecture, music and film;

Violinist (10 years learning and practicing); Well being (healthy eating, crossfit, yoga)

2018 (2 months) volunteering in teaching English in Marrakech