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Address
78 rue de Monceau, 75008 Paris, France

Nationality Chinese **Age** 27

**Passionate
Organized
Communicative**



Working Experience

06/2019 - 07/2020

ICICLE FASHION GROUP, Shanghai - Marketing Specialist

- **Project Owner of ICICLE X CARVEN SS20 520 Collection Launch**
 - **Built up the budget** and **established the marketing plan**
 - Coordinated with the **PR** team for influencer endorsement on social media
 - Cooperated with **e-commerce** team for thematic online promotion
 - Implemented the **O2O strategy** for customer interaction activities
 - **Managed content creation & online advertising** on Wechat & Weibo
- **Assistant for ICICLE AW19 Natural Way Collection Wechat Mini Program Launch**
 - Helped establish the **commercial calendar** for the collection promotion
 - Seamlessly worked with the Creative Department for the **visual content** output
 - **Analyzed data** with the **CRM** department to **improve customer experience**
 - Collaborated with **Tiktok China** for thematic **interactive activities & advertising** via H5 interface to drive traffic from young generation

01/2018 - 05/2019

L.S. Art & Culture Development, Shanghai - Art Project Specialist

- **Project Organizer**
 - **Built up the budget, scheduled** and **set up the commercial exhibitions**
 - **Organized a press conference** for the exhibition *Extreme Mix - 2019* *Guangzhou Airport Biennale* during the **Hong Kong Art Basel Fair**
- **Bespoke Art Events Coordinator**
 - Provided bespoke urban art projects for clients such as Xiantiandi Shanghai
 - Coordinated with the **Shanghai West Bund Art & Design** fair and London **Lisson Gallery** to hold live-art installation *Tatsuo Miyajima - Count Down Dialogue* as part of the after-party event in Shanghai's iconic venue Columbia Circle

02/2017 - 01/2018

Yuz Museum, Shanghai - Art Exhibition Specialist

- Worked with the artist KAWS and Modern Museum of Ft Worth for the **KAWS : WHERE THE END STARTS** exhibition - **communication & supervision** of the installation work
- Assisted in the pre-curatorial work: - visited artists' studios with curators to select works and organized information for exhibition catalogues
- **Managed the content creation** for the museum's official Instagram account with **3000+ followers within 2 months**

09/2016 - 12/2016

Victoria & Albert Museum, London - Curating Assistant

- Facilitated to prepare for the annual exhibition **Opera : Passion, Power and Politics** - conducted indepth research about the developemtent of Chinese Modern Opera
- Assisted in the museum's educational workshop to analyze audience's behavior and **improved audience engagement**

Education

09/2020 - Present

Grenoble Ecole de Management, Paris **MSc Fashion, Design and Luxury Management**

- Main modules : Fundamentals of Fashion & Design, Sustainability, Marketing & Retail Management, Branding, Corporate Finance, The Legal Context of Fashion Industry
- **Live-business case** with **L'Oréal** group - Armani-to-go Cushion Foundation Refill - Group research for market size estimation and supply chain optimization

09/2015 - 12/2016

University of Leeds, UK

MA Arts Management and Heritage Studies **Grade : Distinction**

- Main modules : Arts Management, Cultural Heritage Studies, Derrida and Deconstruction
- **Work Placement** in Leeds Art Galllery - **Digitization Project** of the artist John Cell Cotman: helped establish the project plan, prepared works for digitization, and scanned 900 works

09/2011 - 06/2015

Xiamen University, CN

BA English Language and Literature

- Main modules : British & American Literature, English Drama Art, Intercultural Communication, Ancient Greek and Roman Mythology
- Individual research about post-modernism in the Amercian science-fiction literature

Hobbies and Extracurricular Activities

- **Cinema** : Volunteer in the **London Film Festival** held by BFI (British Film Institution) in 2016
- **Art Exhibitions** : Volunteer in Stanley and Audrey Burton Gallery of Leeds University in 2016
- **Theatre** : Played as the **main role in the musical performance** - *Hairspray* of Xiamen University in 2014

Personal Skills

Computer

Proficient in **Microsoft Office** (Word/PPT/Excel), Basic in **Photoshop & Sketch**

Language

Chinese (Native) **English** (IELTS 7) **French** (A2)