

# SUKHA ZHAO



## PORTFOLIO

China & East Asia market expert in art, fashion, and beauty industry / branding, art direction, creative campaign / marketing & communication strategy / brand creative activations & visual guideline / O2O brand strategy / social media strategy & management / influencer / art project management / go-to-market strategy

# WHO I AM

- Coming from Shanghai with mixed-cultural studying, working and living experience across China, UK and France
- 2 years working experience in the art industry in China
- 5 years working experience in branding, marketing, communication for Chinese and international luxury, fashion and beauty brands
- Passionate about art, luxury, beauty and fashion, determined and efficient, always looking for new inspiration and improvement
- Creative, communicative & open-minded
- Selected by Women@Dior sustainability program in 2021



**TYOLOGY** Typology.  
PARIS

### Communication Manager – China Market | Jun 2023– Mar 2024

- **Branding & marketing strategy:** define and adapt the brand's DNA and its localized strategy to China. In charge of branding, content adaptation and daily operation of the brand's **Chinese website**. Provide **Go-to-market EC strategy** for Tmall and Red cross-border business in China.
- **Social media management:** Manage the brand's Red account – content adaptation and community management. Brand's Red account reached **2K+** organic followers & **800K** views within 6 months' launch.
- **Organic influencer strategy & communication:** Curate on-brand creator mixes– journalists, celebrities, KOLs, industry experts. Maintain a good relationship with them and keep track of awareness KPI on social media.
- **Gifting partnership with Chinese fashion brand Rui Zhou** during the 2023 PFW and gifted 200+ guests. Collaborated with **Shanghai Harmony Art Gallery** and gifted 80+ industry experts and KOLs at the opening.
- **Brand's 5th anniversary curation:** Worked with the creative team for the **storytelling and scenography**. In charge of the art direction and curation of the **live performance and artists coordination**.
- **Internatinal market networking:** Organize productive exchanges and share market knowledge with country mangers of **FR, JP, DACH** and **US**.

# WORK EXPERIENCE

**THE CHINESE PULSE** 

### PROJECT MANAGER | Jul 2021– May 2023

- Responsible for **creating & editing the China Trend Editions** for clients: latest marketing insights & creative trends in fashion, beauty, lifestyle, travel, retail, art, and digital innovation.
- Provide clients with **tailor-made 360° marketing & communication strategy, creative campaign/ O2O activation ideas/ visual guideline / collaboration ideas (Client recommendation thanks to my creative work)**
- **Influencer marketing / brand PR trip /** influencer event coordination
- **Client management /** writing up proposal / project follow-up
- **Team management:** leading & managing one intern and one co-worker in the team
- Contribute insightful articles to the agency's website & Jing Daily

# WORK EXPERIENCE

ICICLE 

MARKETING SPECIALIST | Jun 2019 – Jul 2020

- **Project Owner of CARVEN SS20 520 Day Capsule Launch:** budget build-up / create commercial calendar / Wechat & Weibo content strategy & visual guideline / influencer social media activation / Wechat & Weibo advertising / Tmall communication / Retail store merchandise & activities coordination
- **ICICLE AW19 / SS20 Natural Way Collection launch:** Wechat Mini store launch / visual content direction / CRM / Douyin creative H5 thematic mini-game activation
- **Carven China Store Grand Opening** - In-store event organization, VIP experience & influencer store visiting coordination

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L.S.ART 

ART PROJECT MANAGER | Jan 2018 – May 2019

- **Created & organized bespoke urban art projects** for clients, built up budget and negotiate with suppliers
- Worked with London Lisson Gallery to **hold a live-art installation** of Japanese artist Tatsuo Miyajima during **Shanghai West Bund Art & Design Fair**
- **Organized a press conference** for the exhibition *Extreme Mix* during Hong Kong Art Basel

YUZ MUSEUM 

ART EXHIBITION SPECIALIST | Feb 2017 – Jan 2018

- Facilitated in international exhibitions such as **KAWS: WHERE THE END STARTS** – in charge of **artist communication & artwork installation**
- Managed the content creation for the museum's official Instagram account with **increase of 3000+ followers within 2 months**

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VICTORIA & ALBERT MUSEUM 

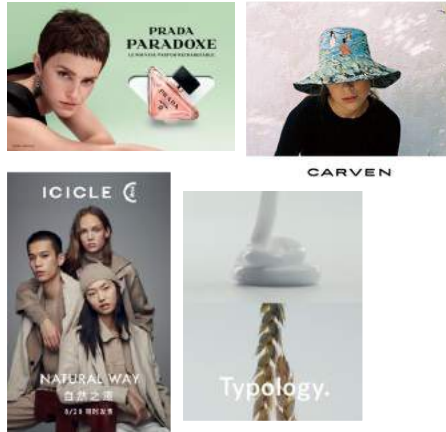
CURATING ASSISTANT | Sep 2016 – Dec 2016

Assisted in pre-curatorial research for the museum's annual exhibition *Opera: passion, power and politics*

# KEY STRENGTH & PROJECTS

## 1. Branding & marketing strategy

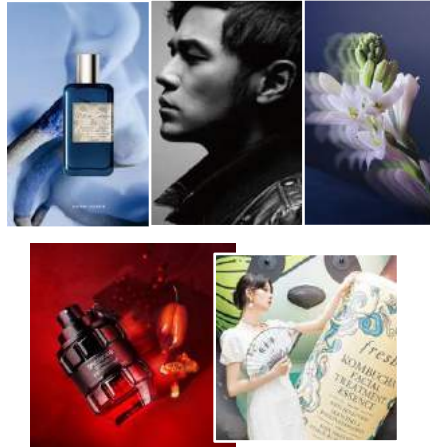
- Identify brand positioning in China Market
- Identify key aspirational targets & tribes
- Build up marketing & communication plan
- New collection launch concept / visual creative guideline / tone of voice



- Icicle AW19 & SS20 collection launch
- Carven x Icicle SS20 520 Day capsule launch
- Prada 'Paradox' new perfume launch in China
- Atelier Cologne brand revamp & new product launch in China
- Typology China branding, brand naming, and marketing strategy

## 2. Creative campaign & activation

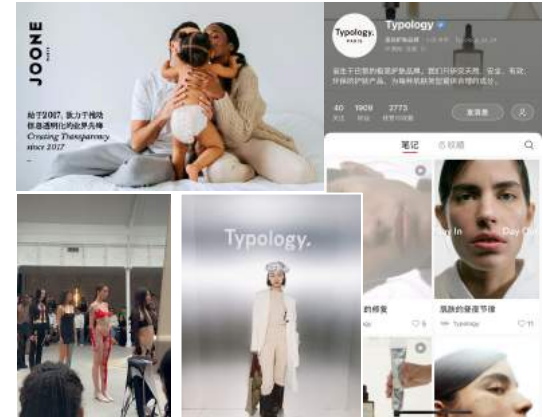
- Creative campaign for new product / ambassador launch
- Creative O2O activation ideas for POS and special hallmarks
- Artist / brand collaboration ideas



- Viktor & Rolf new perfume launch in China & CVD communication / activation
- Atelier Cologne ambassador - Jay Zhou relaunch campaign idea
- Fresh Chinese Gen Z / 2025 LNY IP collaboration ideas

## 3. Communication & Social media

- Cross social media strategy & operation (Red, Wechat, Weibo, Tiktok, Ins...)
- Influencer mixes & activation strategy / guidelines / KOL segmentation
- Brand influencer PR event

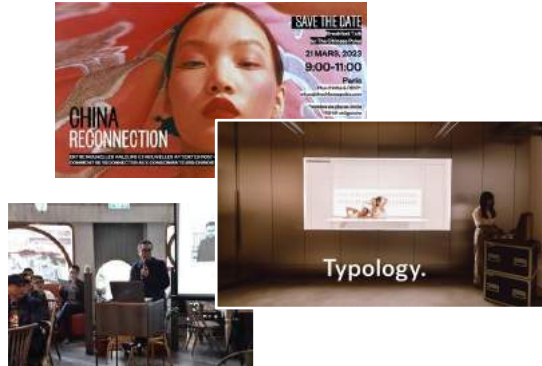


- YSL Beauty 2023 CNY & CVD social activation
- Joone Chinese influencer Paris PR trip 2021
- Typology offline popup 2023 - Chinese influencer organization: 250K+ estimated reach across social media (Ins, Weibo, Red)
- Typology gifting partnership with Rui Zhou & Harmony Art

# KEY STRENGTH & PROJECTS

## 4. Art direction, Curation, Exhibition management

- Planning /budget build-up / scheduling
- Conference & press day organization
- Branded event concept and art direction
- Coordination between different parties such as artists, galleries, influencers, media, agencies, F&B, and suppliers.



- Typology 5th anniversary event organization, live performance curation & artist coordination, 2024
- 'China Reconnection' marketing conference in Paris, 2023
- Exhibition press conference, Art Basel HK 2019

## 5. China & East Asia market insights / trend & forecasting

- Qualitative & quantitative social listening
- Trend decoding & forecasting in fashion, makeup, skincare, lifestyle, art, travel, cultural & societal macro & micro signals
- Gen Z focused digital marketing insights



- China Trends Edition
- Chanel: Fragrance through time & space
- L'Oréal China SS22 Creative Makeup Trends
- L'Oréal China Beauty Cultural Marketing
- L'Oréal Asia - South Korean Pop Idols Ambassador Candidate Social Listening

## 6. Project & client management

- Writing up proposal based on different project briefs
- Schedule delivery timeline and follow up meetings with the clients
- Project presentation



# EDUCATION & COMPETENCE



## Grenoble Ecole de Management, Paris

MSc Fashion, Design and Luxury Management  
Sep 2020 – Jun 2022

**Grade: Distinction**

Dissertation: Chinese young consumers' expectation of cultural relevance for international luxury brands



## University of Leeds, UK

MA Arts Management and Heritage Studies  
Sep 2015 – Dec 2016

**Grade: Distinction**

Dissertation: How digitization and digitalization of art affects the relationship among people, museums and art – an analysis of time, space, and technology on art production, art presentation and art preservation



## Xiamen University, CN

BA English Language and Literature

\*Xiamen University is listed as Class A Double First Class University of the national Double First Class University Plan, also a part of the former Project 985 and Project 211.

### SOFTWARE:



### SOCIAL APPS



### LANGUAGE



# PERSONAL SIDE PROJECT



LA  
CHINOISE



BY SUKHA ZHAO

#LaChinoise is my personal creative project which is about everything around the concept of creating a contemporary, playful, and mixed-culture facet of Chinese women.

It starts from the making of a tote bag - one of the most common daily life objects, and aims to expand the concept to wider categories such as clothes, accessory, etc.

# Freelance model



# CONTACT

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