MICHELLE ZHENG(WEINA)
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Self assessment

Work ability: Can independently carry out market analysis, have experience in activity and marketing planning, have copywriting ability, good at capturing the psychological needs of the public.

Major background: Majored in Fashion Design, with strong ability to capture Fashion atmosphere, excellent aesthetic ability and good at digging out fresh elements.

Overseas experience: The overseas study experience has broadened my horizon, cultivated my strong independent ability and global thinking, and made me proficient in switching between Chinese and English.

Comprehensive evaluation: detail-oriented, strong social skills, logical thinking, innovative, collaborative, efficient execution, growth thinking.

Education background

Ravensbourne University London | Fashion design | undergraduate
Foundation course | student 2018.09-2019.06 Foundation course | student
High school | student 2016.09-2018.06 |Toronto Canada

Internship

January 2020.01- Now established e-commerce platform (expected to be officially operational in June 2021.06)

Job Description: Build a new e-commerce platform with VR shopping experience, focusing on furniture, articles for daily use and jewelry, combining fashion and art with high-end lifestyle, and control the whole pr
ocess from product selection and development, market research, operation and promotion, offline marketing, keyword optimization, copy editing and so on.

Daily operation: evaluated the value of products, optimized product ranking and conversion rate, formulated measures to improve product exposure by optimizing in-store product titles and keywords, product details page, related sales, KOL image and text planting, etc.

Activity planning: According to different time nodes and the latest hot spots, formulate online marketing activities, plan the content of activities, calculate the cost, and create profits for the store.

Senior High School - now the initial staff of Pegg Art Education In Canada

Marketing: Developed the market operation plan by combining online and offline methods, and expanded to 5 communities in Toronto, Canada.

Public account operation: responsible for article editing, graphic design, typesetting and publishing of WeChat public account (subscription number and service number), editing 2 advertorials per week, testing the push effect of different contents, and analyzing the content effect according to the background user behavior data and fan feedback.

Creative strategy: Ensure the visual expression of content on new media platform, organize and launch creative brainstorming, and put forward excellent scheme ideas and creative ideas.

Upload and release: assist the manager to deal with daily affairs, including meeting organization, problem collection and sorting, cross-department communication, tracking feedback, etc.

2017.03-present Re/tune Modeling | Fashion model

Job Description: Cooperated with Eason Chan and Karen Mok for shooting; Cooperated with many makeup artists to take photos and create makeup; Participate in the Ryerson University Fashion Design Graduation show.

Toronto Fashion Week 2019.05 Participants

Job Description: assist the brand to arrange clothes, responsible for on-site execution and cooperation, quickly change clothes for the next model on the day of the show, and do a good job of logistics assistance.

Public relations: receive buyers and media, guide the shows well, maintain friendly social relations with them, and create a good external environment for the smooth development of the work.

Fashion information: pay attention to street photography, entertainment news and fashion clothes. Participated in fashion weeks many times abroad, and have a strong sense of fashion art.

2018.02 Take part in the exhibition

Content summary: as a model with Canadian famous hat designer jaycow. Milliner, and famous photographer franklinl α u cooperation in "The looking show" exhibition, The British museum exhibition works in The same month in London, UK.

Skills/Hobbies

Software skills: proficient in Photoshop, Illustrator, Indesign and other software.
Language skills: IELTS 6.0, strong English listening, speaking, reading and writing skills, fluent in spoken English; Mandarin is standard.
Office skills: Proficient in Word, Excel, PowerPoint and other Office software.
Hobbies: wearing bloggers, browsing design forums, reading books.