



Jodie Tsang

Merchandising and Operational Coordinator @ Adore Me | UNESCO X Women @ Dior 2023 | Luxury Management @ GEM

Paris, France

[Portfolio link](#)

[View profile on Dweet](#)

Links

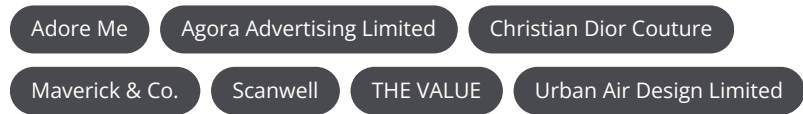
[LinkedIn](#)

About

Design-driven and innovation-oriented professional with on-going master degree in Fashion, Design & Luxury Management, along with proven success in marketing, editing, and copywriting within arts and fashion industry.

Demonstrated background in steering social media content through planning, editing, and advertising, while analysing potential global markets and customer engagement trends. Adept at collaborating with external agencies and vendors, developing enhanced marketing strategies/plans, managing logistics, overseeing financial reconciliations, and formulating reports. Capable of developing content in liaison with executive management for editorials, magazines, and newsletters. Excellent communicator with strong interpersonal, relationship-building, problem-solving, and team leadership abilities.

BRANDS WORKED WITH



Experience



- **UNESCO X Women @ Dior 2023 Mentee**
Christian Dior Couture | Apr 2023 -



- **Merchandising and Operational Coordinator (CDD)**
Adore Me | Nov 2022 -



- **Merchandising and Operational Intern**
Adore Me | May 2022 - Nov 2022

Retail Management & Operations: Managed and coordinated 6 retail stores with 70 sales associates in the US, achieved over 70% of the daily target in NPS, AOV and CVR through assortment planning, benchmarking, performance analysis, 360 marketing initiatives, operation optimisation and merchandising along with promotion adaptation.

Launch Planning & Coordination: Developed comprehensive release plans, training materials, and visually appealing merchandising displays along with production and installation coordination with the publishing and printing team for successful product launches and promotion occasions. Tripled capture rates through strategic analysis of KPI reports, floor layout optimization, and effective team communication.

Financial Analysis & Treasury Management: Utilized financial analysis skills to evaluate profitability and control budgets, conduct market and competitor analysis, and propose proactive pricing and yield management strategies adjusting to product performance.



- **Editorial Marketing Intern**
THE VALUE | Jun 2021 - Sep 2021

Data Analysis: Leveraged data analysis skills to analyze monthly social media reports, enhancing engagement rates and forecasting trends for optimal outcomes.

Digital Media Strategy: Developed and implemented comprehensive digital media plans to connect the media content with new and existing audiences. Successfully reaching and engaging with a wider target audience that brought 5000 followers' increase and 10,000 engagements.

Media Content Planning: Designed and curated more than 50 highly engaging social media content pieces, incorporating benchmark research and analysis to drive effective brand communication.

Reference Website: <https://en.thevalue.com>



● Digital Marketing Intern

Maverick & Co. | Feb 2021 - Apr 2021

Influencer & Affiliate Marketing: Initiated and maintained collaboration with 500 global influencers which are selected based on brand image, product offering, content style and audience demographic to enhance brand awareness.

Strategic Content Planning and Direction: Proposed 70% of the marketing campaign direction which involved content creation coordination, ranging from shooting to social media copywriting review.

KPI Optimisation: Implemented effective advertising and campaign strategies resulting in an additional 5% increase in conversion rate (CVR).

Reference Website: <https://maverickandco.co/>



● Sales & Marketing Intern

Scanwell | Jun 2020 - Sep 2020

Client Relationship Management: Liaised with over 400 existing clients to explore further collaboration opportunities and settled collaboration with around 20 of them.

Product Recommendation and Marketing Strategy: Utilized in-depth customer service skills to identify clients' needs and provide tailored recommendations for products and services that aligned with their requirements, implementing effective marketing strategies to drive sales.

Operation Support: Supported internal operations on shipment documents and business manuals.



● Copywriter & Account Executive

Urban Air Design Limited | Dec 2019 - Jun 2020

Content Creation and Copywriting: Developed engaging publishing content and promotional material for press (printing) and corporate use, effectively conveying brand messaging (Reference sustainable project: "Mini Greeny Heroes").

Account Management and Project Coordination: Collaborated closely with 5 major accounts to establish comprehensive project briefs and curated mood boards for designers, conducting thorough market research and brand analysis. Successfully translated client requirements into actionable creative decisions, ensuring the delivery of high-quality solutions that met account needs.

Quality Control and Client Satisfaction: Implemented stringent quality control measures for over 10 long-term projects by meticulously reviewing and challenging designs and content to ensure satisfaction with the final deliverables.

Reference website: <https://urbanairdesign.com/en/>



● Digital Marketing Intern

Agora Advertising Limited | Mar 2019 - Jul 2019

Reference link: <http://www.agora.hk>

Education & Training

2021 - 2023

● Grenoble Ecole de Management

Master's degree,

2019 - 2021 ● **Hong Kong Baptist University**

Bachelor's degree,

2017 - 2019 ● **HKU SPACE**

Associate of Arts - AA,