



# Wanyuwei Zhang

PR / social media / retail

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## Links

[Website](#)

## Languages

English

## About

With extensive experience in fashion retail with brands like Inditex Group and Watsons, I excel in customer engagement, sales targets, and showroom management. Passionate about delivering personalised recommendations, I thrive in fast-paced settings, aiming to enhance each customer's shopping experience.

### BRANDS WORKED WITH

| Colorlab, Watsons

| Fashionllaabb, China Fashion Week

| Ray Chu, London Fashion Week

| Stradivarious, Inditex Group

| Trends Group & Cosmopolitan

## Experience

### ● Showroom Assistant

| Ray Chu, London Fashion Week | Sep 2022 - Sep 2022

- Cooperated with models for changing outfits required for runway shows.
- Participated backstage matters such as the organisation and display of samples and accessories.

### ● E-commerce Operation Intern

| Trends Group & Cosmopolitan | Dec 2020 - Jul 2021

- Managed various social media accounts such as Weibo, Red, WeChat Official Accounts, and Taobao, recording backend data and generating reports.
- Increased the followers of official social media accounts by 20k.
- Assisted in content creation for social media accounts, drafted product/activity copies.
- Raised event proposals and conducted PowerPoint presentations.

### ● Sales Assistant

| Stradivarious, Inditex Group | Sep 2020 - Dec 2020

- Achieving daily sales targets of 10,000 CNY (1,000 GBP) through effective product promotion and customer engagement.
- Welcoming and assisting an average of 100 customers per day, providing personalized recommendations and assistance.
- Cultivating positive relationships with customers to enhance loyalty and encourage repeat purchases.
- Assisted in product placement, warehouse organization, and handled cashier service.

### ● Showroom Assistant

| Fashionllaabb, China Fashion Week | May 2020 - May 2020

- Collected data on viewership and engagement metrics such as the number of views and likes for BOX PROJECT online Releases.
- Engaged in live interactions, operating the backend activities and promotions.

### ● Sales Assistant

| Colorlab, Watsons | Jul 2019 - Oct 2019

- Assisted in product placement, warehouse organization, and handled cashier service.
- Participated in daily sales recordkeeping.

## Education & Training

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2022 - 2023

● **University of the Arts**

MA Global Fashion Retailing,

2018 - 2022

● **Communication University of China & Capital University  
of Economics and Business**

Bachelor of Arts,