



# Jasmine Chan

Brand Marketing, Creative & Art Direction

La Coruña, Spain

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## Links

[LinkedIn](#)

## Languages

Chinese (Native)

English (Native)

Mandarin (Native)

Spanish (Work Proficiency)

## About

A brand specialist in fashion, luxury and lifestyle. I have managed large scale, global marketing campaigns for Zara, Harvey Nichols, Lane Crawford and MO&Co. I have also art directed and produced photoshoots for Harpers Bazaar, Tatler, Glass Magazine, Porter Magazine and SCMP.

### BRANDS WORKED WITH

Declan Chan Limited

Everin Studio

Inditex

Lane Crawford

Prism London Ltd.

Thinking without Thinking Ltd.

EPO Fashion Co.,Ltd.

## Experience

### ● Director

Everin Studio | Jan 2020 -



### ● ZARA - Head of Marketing ASIA & Middle East

Inditex | Nov 2016 - Dec 2019

Leading both online & in-store brand marketing strategy and action planning for Zara in Asia & Middle East regions including Greater China, Japan, Korea, India, Singapore, Vietnam, Thailand, Indonesia, Philippines, Malaysia, UAE, Lebanon, Egypt, Saudi Arabia, Israel, etc.

Main responsibilities - Establish and manage marketing plans with a keen attention to the brand's image, working closely with over 13 local offices, translate and adapt the brand message through different languages to the local markets. Involvement across a wide range of projects and experienced in: physical store promotions, events, press & influencer relations, packaging/ product (gift) design & strategy, content creation & management (editorial creative & art direction), digital marketing & etc.

### ● Social Media Marketing

Prism London Ltd. | Feb 2016 - Apr 2016

### ● Social Media & creative consultant for MO&Co. and Edition

EPO Fashion Co.,Ltd. | Jul 2015 - Dec 2015

Brand marketing & social media consultant for MO&Co. & Edition10.

### ● Art Director & Producer

Declan Chan Limited | Jul 2013 - Jul 2015

Art Direction, Photoshoot production, Styling coordination, Creative/Social media marketing.

Declan Chan Limited is a boutique fashion creative agency.

Client list includes: Lane Crawford, Harvey Nichols, Porter Magazine, South China Morning Post (Post Magazine), Glass Magazine, Elle Hong Kong etc.



### ● Creative Coordinator

Lane Crawford | Aug 2011 - Jun 2012

- Marketing support - Assisting production of advertising campaigns - fashion shoots, from budget planning, production schedule, casting, invoicing and sample logistics.

- Social media communication - Managing the social-media platforms(Facebook/ Weibo/Twitter)which involved online copy-writing, live-event tweeting and report analysis.



- **Web Coordinator**

Lane Crawford | Nov 2010 - Jul 2011

- **Brand Design Intern**

Thinking without Thinking Ltd. | Jun 2010 - Aug 2010

Undergoing research for design solution, with the outcome to include a series of branded products. The products were to represent and promote the brand essence in the form of commercial merchandise. They would also be showcased as a cultural communicator, and were to be sold in a stand-alone store.

## Education & Training

- **University of the West of England**

BA(Hons),

- **The Hong Kong Polytechnic University**

Higher Diploma,