



Qianqian Hu

fashion marketing

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Languages

Mandarin

English

About

With my proactive spirit and internship experience at luxury retail giants like Harrods and LVMH China, I excel in client engagement and sales. My adaptability is demonstrated through diverse roles, showcasing a strong passion for fashion and an adeptness in merchandising and buying. Fluent in basic Mandarin and English, I thrive in fast-paced environments and am committed to delivering exceptional customer service.

BRANDS WORKED WITH

- Central Saint Martins
- Climate Advocate (London at LCF)
- dunhill
- Harrods
- London Fashion Week
- LVMH China

Experience

● course design

Climate Advocate (London at LCF) | Sep 2023 - Now

Part time job course design for marketing and branding. Communicate with my program director and Course leader make a workplace for the year, and doing the catch-up every Wednesday. Details of possible course modifications or additions that may be required by doing an Excel comparison of the 23/24 and 22/23 course manuals. Edit and send questionnaires to students. Summarize students' feedback to create my own independent project. This involve curriculum co-development, running events for Earth Day.



● photography assistant and sales

Harrods | Jan 2024 - Feb 2024

Part time job photography assistant and sales. Brand Advocacy: Act as a passionate advocate for the brand, embodying its values and mission. Work with the photographers in the team to print guest photos and guide guests through the brand in an orderly manner.

● Part time job front of house- Event assistant

Central Saint Martins | Jun 2023 - Jun 2023

Check in guests and press groups at the show entrance and tell them how to enter the show. Managing show order after termination of admission. Evacuate guests at the end of the show.



● Volunteer for front of house

London Fashion Week | Jun 2023 - Jun 2023

Check in guests and press groups at the show entrance and tell them how to enter the show. Counting guests and reporting to the manager after the entrance is closed.



● Retail and graphic design Intern

dunhill | Jun 2021 - Aug 2021

- Manage Backorder fulfillment individually to achieve business targets, familiar with products of all categories, daily communicate with Supply chain for replenishment, transferring stock from Retail stores for sales achievement.
- Monitor the performance of new launch collection, work closely with Merchandising and Retail team, deliver insights to other team.
- Collaborate with retail team for ongoing project, also able to check and report system issue & settings and involve in any trouble solving
- Occasional on-site support for VIP event to develop and implement clear SOPs for high-end product lines and VIC special custom orders.

Project A: Chinese Valentine's Day Promotion. Flower campaign for 2021 's Chinese Valentine's day, I designed the promotion boards for it.

(portfolio attached) Project B: MTM Personalization booklet Made the MTM personalization booklet in both English and Chinese versions for shop assistants to use, when they are creating MTM orders. (portfolio attached) Project C: Photography works for MTM new AW22 fabrics Photo shooting for Dunhill MTM's AW22 fabrics for them to posting onto social media. (Instagram, Wechat, Weibo) Aim: Let people know there are various types of tailoring fabrics for them to choose from, and point out some special material fabrics. (portfolio attached)

● Travel Retail Management Intern - Fresh

LVMH China | Jun 2020 - Aug 2020

- Support manager to monitor retail sales by store in accordance with Brand's goals & objectives by store
- Support negotiations with clients: Terms & Conditions, spaces and locations, annual promotional plan and budget
- Compile & share monthly retail sales report to Travel Retail Manager, including feedback on new launches and competition analysis
- Propose and work closely with TR manager / relevant team members on stock optimization: stock level analysis, slow movers' follow-up
- Manage GWP/testers for the counters, which should strictly follow the brand's budget
- Provide feedback to ensure efficient product assortment in line with customer profile and business strategy of the POS and the brand
- Ensure the display follow Brand's guidelines

Project: Chinese Valentine's Day Promotion for Fresh Drive collaboration with Starbucks to highlight the new product for China duty free market Designed special packaging promotion kit Support regional manager to get approval from HQ (portfolio attached)

Education & Training

- 2022 - 2023 ● **University of the Arts London (UAL), London College of Fashion**
Master,
- 2019 - 2022 ● **Coventry University**
Bachelor of Business & Bachelor of Arts,
- 2017 - 2019 ● **St Margaret's School for Girls**
Boarding,