



Furui Sai

Content, Content Operations,
Content Marketing

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Languages

Mandarin

English

About

With a background in customer feedback and beauty campaign collaboration at Coty Inc., I excel in communication, problem-solving, and adapt quickly to ensure client satisfaction. Experienced in retail environments, I'm passionate about enhancing the customer experience in luxury and high street sectors.

BRANDS WORKED WITH

AIA INSURANCE HONG KONG

Beijing Momo Technology Co., Ltd.

Coty Inc.

Ruder Finn Public Relations Group

Experience

Digital Marketing Intern

Coty Inc. | Mar 2022 - Sep 2022

- Customer Feedback Collection: Monitor and collate customer reviews of Burberry beauty on the internet.
- Assist with Beauty Campaigns: Responsible for retail copywriting, livestream script translation, and crafting compelling social media copy for Celebrities and KOLs.
- Collaboration with Vendors: Liaised with vendors, following up commercial contract execution, and collaborated with agencies on designing promotional materials for enhanced brand visibility.

PR Intern

Ruder Finn Public Relations Group | Jul 2021 - Oct 2021

- Maintaining and Arranging Samples: Distributing PR samples to customers and managing the collection and retrieval process.
- Campaign Assistance: Responsible for guiding clients through products and campaigns in PR campaigns.
- Fitting Arrangement: Assisting in the fitting arrangements for fashion magazine shoots, responsible for slot adjustments

Pott App Content Operation Intern

Beijing Momo Technology Co., Ltd. | Jun 2020 - Sep 2020

- Event Planning: Independently conceptualize and planned daily and holiday activities for the app to improve user engagement and retention rates.
- Customer Relationship Maintenance: Utilized social media channels for direct communication with app users, fostering strong user relationships and increasing user loyalty.

Insurance Planning Intern

AIA INSURANCE HONG KONG | Jul 2019 - Aug 2019

- Program Planning: Conducted program planning, addressing clients' needs in financial investment and insurance types based on their individual requirements.

Education & Training

2022 - 2023

University College London

Master of Arts,