



Sijie Chen

Head of Social Media (Owned / Paid / Earned)

Paris, France

[Portfolio link](#)

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Fluent)

Chinese (Native)

About

As Social media communications expert with 10 years experience in the Luxury industry, I am currently in charge of the definition and implementation of Global and Local Social Media strategies for Christian Dior Couture.

I have in-depth knowledge of reinforcing brand desirability, visibility and influence among its audience & customers. As a results oriented person, I strive for performance growing & continuous improvements and share this mindset among my team members.

At the crossroads of Chinese, French and English cultures, my background allows me to understand and achieve international challenges for my employers in a globalized industry.

BRANDS WORKED WITH

CHANEL

Christian Dior Couture

Hermès

Pernod Ricard

Experience



● Head of Social Media

Christian Dior Couture | Jun 2017 - Now

In charge of the definition and implementation of Global and Local Social Media strategies.

Lead of internal coordination (Media, .com, CRM, MKT) and continuous performance improvements, with objective of reinforcing desirability, visibility and influence of the brand in the industry.

Owned Media: 21 Dior accounts over 15 platforms

Elaboration of global social media strategy, guideline definition and brief to countries

Management of social media planning & publishing, benchmarks of competitors and industry new trends

Activation and coordination of Asian platforms: Kakaotalk, Line, Weibo, WeChat, Douyin, Red, etc.

Briefs for content creation, coordination with interne teams (Media, content, .com, CRM) and external agencies Production of strategic reports: collection launches, audience analyze, benchmarks, optimization

Innovation projects: Web3, AR lens, livestreaming 360°

Paid Media: 35% of global advertising budget

Definition of annual social paid media strategy: share of spent, platforms, annual calendar, objectives & KPIs Brief & campaign follow-ups with the media agencies: internationals and locals (EMEA, Asia, Americas, RU) Conception & adaptation of the creative ads for +15 social platforms

Continuous optimization: measure of the performance, ROI, identification of actions plans for improvements

Team Management

Management of the HQ social media team: 6 people in Paris

In charge of market teams coordination: 4 in US, 4 in Japan, 4 in APAC & 3 in China



● Digital Activation & Social Media Project Manager

Hermès | Feb 2015 - May 2017

Social Media Strategy

Help improve the social media strategy: definition of KPIs & redaction of global social media guidelines

Development of local social media strategies (CN & JP): coordination with the markets CN & JP

Community Management

Elaboration of communication plans, publishing, analysis of performance & indication of community satisfaction Daily monitoring of social media ecosystem: new features, e-reputation, benchmarks, crisis management

Coordination with social media agencies: content creation during fashion shows, Saut Hermès, openings, etc.



● **Junior Digital Manager**

Pernod Ricard | Sep 2013 - Feb 2015

Development of Martell's global new website, coordination with agencies and internal teams (MKT, Com, Legal)

Social Media activation, monitoring and analysis of KPIs, preparation of monthly report for top management

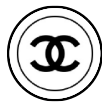


● **Communication and Corporate Press Assistant**

CHANEL | Jun 2012 - Jan 2013

Preparation of Culture CHANEL exhibition in Shanghai, from conception to final rendering & post event reports

Help to organize press events, conduct quantitative and qualitative competitors benchmark



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CHANEL |

• Preparation of Culture CHANEL exhibition in Shanghai, from conception to final rendering & post event reports

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Education & Training

2007 - 2011

● **ESCP-Europe**

Master in Management Grande Ecole (Bac+5), Marketing

2007 - 2011

● **Beijing Foreign Studies University (BFSU):**

Bachelor of Arts in French Language and Literature, Language and Literature