



Hanzhang Fang

freelancer

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Languages

- Mandarin
- English
- Korean
- Spanish

About

Currently enrolled in MA Fashion Cultures and Histories at LCF of UAL and expected graduate in coming November, having great passion in fashion retails, looking for a graduate scheme or internship in London. Obtained social media management and digital marketing skills in past working experience. Familiar with Microsoft office and social media platforms like tik-tok, Instagram, threads, X (formerly twitter) and especially, China's ones. Have good resources in Chinese fashion and South Korean fashion and entertainment industry. An out-going, patient, and friendly person, enjoying learning in daily work. Able to speak four languages.

BRANDS WORKED WITH

- BOBOSNAP—Beijing
- ER XIAN VINTAGE STORE—Shenzhen
- Freelancer
- & OTHER STORIES—London

Experience

● Sales Consultant/Beauty responsible

& OTHER STORIES—London | May 2023 - Now

- Obtain knowledge of logistic procedure and operation of stockroom in retail stores.
- Responsible of beauty session in-store.



● FREELANCER

Freelancer | Jan 2022 - Now

- Interviewing celebrities, artists, and entrepreneurs from Chinese creative culture industry for digital and physical magazines.
- Connecting international resources together within fashion and entertainment industry.

● Content

BOBOSNAP—Beijing | Mar 2021 - Dec 2021

Alternative Fashion Magazine

Content Editor

- Marketing for the magazine's online promotion and branding, re-searching for new digital projects on tiktok.
- Editor for fashion articles and celebrity interviews on both social media and paper magazines.
- Attending fashion events and communicating with brands partnership for PR press.

● Intern

ER XIAN VINTAGE STORE—Shenzhen | Mar 2020 - Dec 2020

The biggest second-hand luxury and vintage store in Shenzhen

Social media editor (Intern)

- Marketing for the store's multi-digital channels, have boosted followers from 2k to 12k on Xiaohongshu.
- Editing and maintaining stores' social media accounts, taking charge of text, visual and promotion.
- Taking charge of in-store visual merchandising and social media aesthetics.
- Connecting with partnerships and resources to back up offline events.

Education & Training

2023

- London College of Fashion, University of Arts London
Fashion Cultures and Histories (MA),

2019 - 2020 ● **Coventry University London Campus**
International Digital Fashion Marketing (MSc),

2015 - 2019 ● **Macao University of Technology and Science (M.U.S.T.)**
Bachelor of Engineering,