



# Francesca Xijia Liu

Digital Media @ Guerlain - LVMH | Financial Times Talent | LoT @ 52nd St Gallen Symposium

📍 Puteaux, France

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## Links

[LinkedIn](#)

## Languages

Chinese (Native)

English (Native)

French (Work Proficiency)

German (Basic)

Japanese (Basic)

Slovak (Basic)

Spanish (Work Proficiency)

## About

An enthusiastic student who is an efficient deliver and multitasker who can work under pressure and willing to take on the challenge. Ready to make some real contribution to the business world in a professional capacity and diligent manner.

- Economic student turned fashion management student with hospitality experience.
- Experience in HSBC & Bank of America.
- Experience in marketing and PR.
- Lived in USA, China, Hong Kong, Slovakia & Switzerland and current in Paris
- Speak fluently: English, Chinese
- Speak Basic level: Spanish, French, German, Japanese, Slovak

### BRANDS WORKED WITH

Guerlain
TL Paris
Fédération de la Haute Couture et de la Mode
  
Fosun Hani Securities Limited
Bank of America Merrill Lynch

## Experience



● **Digital Media Intern**  
Guerlain | Mar 2024 - Jul 2024

● **Public Relations Communications Assistant**  
TL Paris | Aug 2023 - Jan 2024



● **PR & Event Production**  
Fédération de la Haute Couture et de la Mode | Sep 2022 - Oct 2022

● **Fixed income summer intern**  
Fosun Hani Securities Limited | Jun 2019 - Aug 2019



● **Spring analyst**  
Bank of America Merrill Lynch | Apr 2019 - Jun 2019

## Education & Training

2022 - 2024 ● **IÉSEG School of Management**  
Master of Science - MS,

2022 - 2022 ● **Institut français de Slovaquie**  
French A2,

2020 - 2022 ● **Washington State University**  
Bachelor of Arts - BA,

2020 - 2022 ● **César Ritz Colleges Switzerland**  
Bachelor of Arts - BA,

2018 - 2018 ● **University of Adelaide**  
Exchange,

