



Yuhe Liu

Consultant Product Manager

[View profile on Dweet](#)

Links

- [Website](#)
- [Instagram](#)
- [YouTube](#)
- [WeChat](#)

Languages

- Mandarin
- English

About

I bring extensive luxury retail experience, having managed high-value client accounts and driven social media engagement. Skilled in CRM, inventory control, and delivering exceptional customer service, I excel in dynamic environments and am passionate about fashion.

BRANDS WORKED WITH

- xh.pressonail
- HD Couture-Luxury
- Live Streamer

Experience

- Sales Manager**
 xh.pressonail | Oct 2021 - Now
 - Spearheaded the development and launch of an online press-on nail brand, growing its following to 40K on Red and 1K on Instagram and TikTok.
 - Curated innovative product designs and coordinated photo shoots, aligning visual content with current trends to drive social media engagement and enhance website appeal.
- Sales Consultant**
 HD Couture-Luxury | Jun 2019 - May 2020
 - Managed high-value client accounts, enhancing customer retention by 25% through personalized service and tailored solutions.
 - Conducted detailed product demonstrations and presentations, resulting in a 20% improvement in conversion rates from leads to clients.
 - Negotiated and closed high-value contracts, consistently exceeding quarterly sales targets by 30%.
- Livestream Sales**
 Xiongke Digital Media Ltd | Jun 2020 - Aug 2021
 Live Streamer Shanghai, China Chinese Tiktok/Taobao November 2020–August 2021
 - Led a business team, boosting productivity by 35% through effective multitasking, leadership, and problem-solving in a fast-paced environment.
 - Leveraged live streaming platforms to effectively promote and sell beauty products, apparel, and accessories, achieving sales of £6K in a single 4-hour session and engaging over 15K viewers.
 - Collaborated with brands to secure product information and negotiate promotional deals, resulting in a 20% increase in sales performance.
 - Analyzed sales data and viewer metrics to refine strategies, leading to a 15% enhancement in overall performance.

Education & Training

- 2021 - 2023 ● **Royal College of Art**
Master of Arts,
- 2015 - 2020 ● **Hubei Institute of Fine Arts**
Bachelor of Arts,