



Xuanqi Zhu

Marketing/Sales

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Languages

- Spanish
- English
- Mandarin

About

Driven by a fervent interest in fashion retail, my experience spans TikTok live management at GT FASHION UK, enhancing customer engagement and sales. Proficient in market analysis and event planning, I excel in dynamic retail settings, bringing a keen eye for trends and adaptable skills to every role.

BRANDS WORKED WITH

- Amber Student UK
- Charles & Keith
- Cutlery Works UK
- GIADA
- GT FASHION UK
- Tencent
- Trip.com
- ZARA

Experience



● Global Marketing Intern

Trip.com | Jul 2023 - Sep 2023

- KOL Project Collaboration: Independently managed Trip.com's overseas project selection for KOL's. budget allocation, agency promotion, contract signing, and subsequent financial payment-related matters. Handled over 50 KOLs for entire content/single content/collaborative creation, advanced progress on 4 partnership projects, with total content views exceeding one million.
- Competitive Research: Monthly responsible for social media research tasks for 200 competitors in four countries. Independently conducted research reports on IG/TT hot topics, with over 90% of relevant insights highlighted by the team leader.
- Overseas Social Media Operations: Independently planned script content matching with in-house products, edited and produced over 60 travel-related short videos on three IG and FB accounts. Independently introduced new formats for Southeast Asian travel with single video natural traffic exceeding 120,000 in a week, the highest weekly clicks, and designated by the department as fixed output content.

● Marketing Operations, Marketing Department

Cutlery Works UK | Jan 2023 - Jun 2023

- Social Media Operations: Established and operated accounts on Xiaohongshu, Instagram, and TikTok, conducted hot topic prediction analysis, and researched similar high-quality accounts.
- Event Planning: Planned and executed regular online and offline promotional activities with dozens of food outlets based on company business development needs and brand promotion strategies, with a cumulative exposure of over 1 million during events.

● TikTok Live Management, Live Operations

GT FASHION UK | Jul 2022 - Jan 2023

- Live Room Maintenance: Developed live operation strategies, planned live events; assisted in establishing and implementing deployment plans, achieving revenue growth.
- Market Analysis: Monitored and analysed market and competitor dynamics, researched core user needs, and continuously iterated live programs to optimise content and ensure continuous growth in live room traffic and sales.

● Campus Market Operations, Marketing Department

Amber Student UK | Jun 2022 - Apr 2023

- Client Acquisition: Conducted global student apartment industry market research, analysed competitors' strengths and weaknesses, conducted customer surveys through questionnaires to identify pain points.
- Media Exposure: Wrote competitive analysis reports and effectively assisted in sales conversion; assisted in creative marketing proposals based on media resource characteristics and brand exposure needs.
- Event Planning: Planned marketing and promotional activities for 12 apartments, achieving brand exposure of over 60,000, with a conversion

rate of 98%; assisted in expanding industry channel resources and brand image upgrade.



● **Talent Scout Agent**

Tencent | Jun 2020 - Jan 2021

- Planning and Promotion: Conducted in-depth user surveys through questionnaires, adjusted script writing, shooting, video release, and content review accordingly, adjusted promotion intensity based on market industry dynamics combined with platform data analysis.
- Talent Resource Management: Searched for and screened high-quality KOL's and KOCs according to brand promotion needs, facilitated co-operation and cultivation; responsible for short video cooperation with platform, including KOL/KOC management, account selection, content creation, data review, etc.

Education & Training

2023 - 2024

● **UCL**

Master of Management,

2019 - 2023

● **University of Liverpool**

Bachelor of Business,