



Yuting Su

management and social media operation

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Languages

English (Work Proficiency)

Mandarin (Native)

Cantonese (Fluent)

About

With significant experience in luxury retail, I excel at sales, styling, and client advising. Skilled in enhancing brand exposure and organising events, I'm adaptable to dynamic environments, particularly in footwear and fashion. Fluent in English, Mandarin, and Cantonese.

BRANDS WORKED WITH

EFC Fashion Agency Communication

Meituan Inc

Experience

● Brand Management

EFC Fashion Agency Communication | Mar 2023 - May 2023

- **Communication Planning:** Responsible for communication strategies for ROGER VIVIER, a luxury footwear brand, in the Greater China area, operating daily PR content planning and media liaison.
- **Grow Exposure:** Strengthened brand presence by collaborating with celebrities and fashion magazines, resulting in significant exposure growth.
- **Content Creation:** Played a pivotal role in planning and executing the "Chaolian He's Wedding with ROGER VIVIER" campaign, achieving 1.3M exposure and ranking third on Weibo's trending list of entertainment; Managed daily operations and marketing on mobile internet media platforms, ensuring effective brand communication.
- **Event Organization & Teamwork:** Assisted in event planning and coordination with media and celebrity partners, contributing to seamless activity execution.

● New Media Operation

Meituan Inc | Nov 2021 - Feb 2022

- **Creative Writing:** Responsible for copywriting and content planning for Meituan's lodging brand on new media platforms; achieved over 4000+ exposures and 99+ likes on a single post on Xiaohongshu (a popular Chinese social media which has 500 million users)
- **Campaign Planning:** Create a planning and implementation of campus activities on new media platforms, achieving an S rating by department; awarded the title of Outstanding Intern.
- **Social Media Promoting:** Conducted promotional activities by experiencing specific lodgings, independently writing experience articles based on the lodging's characteristics, and promoting them on various social media platforms to attract potential users.

Education & Training

2023 - 2024 ● **Goldsmiths, University of London**

Master of Arts,

2019 - 2023 ● **Beijing Institute of Fashion Technology**

Bachelor of Arts,