

HooKos (曾汐)

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教育经历

上海对外经贸大学/ 德国奥斯纳布吕克大学

2020年09月 - 2024年06月

会展经济与管理

上海

美国北方州立大学

2022年09月 - 2023年05月

市场营销

美国

工作经历

VOGUE

2022年05月 - 2022年08月

Intern for Initiative 编辑部

上海

1. 与VOGUE合作经理一同完成与客户进行的商业和非商业的合作

- 协助完成VOGUE与包括Chanel、Dior、Tom Ford、YSL、Loewe、Masion Margiela、Disney等品牌合作的策划案，独立进行方案的图片排版、审美编辑和最后的细节调整。并及时根据品牌和内部的需求而进行调整（所有deck均由全英文完成）
- 协助管理VOGUE全球元宇宙NFT项目，独立负责和收取来自全球其他地区VOGUE上交的NFT作品和艺术家资料，并协助内部不断进行调整和对外沟通（所有沟通均为全英文）
- 帮助评估来自销售部门的需求和渠道，给出可行的建议，帮助为客户定制演讲稿（以及编辑现有的活动通用演讲稿），并参加演讲且跟进销售完成交易（例如VOGUE与上海时装周、Gensis等的合作，协助销售完成交易）

2. 负责项目与编辑部和客户的所有细节的沟通

- 负责修补和完善VOGUE130周年策划案并与其赞助客户和编辑部之间进行所有细节的沟通和最终的确认
- 负责VOGUE手工艺项目的沟通和执行，协助完成最终方案，并与编辑团队、销售和外包工艺合作伙伴沟通
- 与VOGUE的所有潜在客户进行详细的讨论并执行

3. 负责协助完成并给出与品牌客户的合作建议

- 负责并完成VOGUE与New Balance合作策划案，并根据热度和商业价值等给出可行的人选建议，协助完成人选list
- 协助完成VOGUE与顶级摄影艺术家Annie Leibovitz的摄影展计划，并给出人选建议，协助制作完成人选list

OnlyLady时尚媒体趋势杂志

2021年06月 - 2022年04月

艺人统筹实习生 艺统部

北京

商业合作：

1. 知名品牌软广资源接洽——Chanel（香水/美妆线），Fanci等

- 寻找符合品牌调性的艺人/KOL/KOC，独立负责名单制定，辅助品牌方决策；与艺人团队接洽，并实时追踪品牌方。
- 对于营销数据的反馈。制定名单的标准：
 - 社媒数据：点赞数、评论数、转发量、超话/广场互动量
 - 第一财经明星商业价值榜单
 - 明星业务能力、对外形象、负面新闻等信息

2. 爱奇艺S级综艺《舞蹈生》资源置换

- 运用全媒体矩阵资源为节目做宣推，同时邀请孟美岐等艺人进行封面大片拍摄，以此增加平台热度。

3. 欧盟绿色骑行campaign的策划案

- 寻找符合活动调性的艺人/KOL/KOC；设计活动方案及动线等；运用全媒体矩阵进行宣推。同时欧盟借助本次campaign，进一步推行绿色生活理念。

艺人统筹：

1. 联系经纪公司，邀约艺人。

- 独立负责拍摄准备事项，包括：与艺人团队沟通rundown，与时装、视频、造型部门协调资源，确认成片、花絮以及采访并最终协助在全媒体上线。

3. 独立撰写艺人杂志采访稿，并最终在官方媒体发布。

- 完成OnlyLady官方网站明星艺人版块关于时尚、艺术、文化等内容的物料更新。根据甲方要求完成新闻稿撰写与修改，进行排版并最终在OL官方微信公众号发布。涉及艺人：刘畊宏、张彬彬、陈瑶、彭楚粤等；接洽公司：欢瑞、果然、光线等

- 稿件：<https://mp.weixin.qq.com/s/baur0D3F4I8tHDa40KwzTQh>；
<https://mp.weixin.qq.com/s/y6wPIVJP7VaH04WK2ELt5w>

时装撰稿：

- 撰写巴黎时装周相关稿件：涉及多家品牌秀场（如Dior、Hermes、Chanel等）以及时尚文化内容（如探讨虚拟时装等）。

- 完成数百篇艺人的微博时装通稿并在OL官方微博发布，其中每篇点赞数以及评论过千（如李宇春、易烊千玺）

<https://mp.weixin.qq.com/s/EP52cxyDnm3SXXKSPDsxlw>；<https://mp.weixin.qq.com/s/iN90ijpkqXbk00II5A4-Q>

时尚艺术活动经历

- 为Hermes撰写2023春夏女装大秀秀稿并刊登在So Figaro官方微信公众号；

<https://mp.weixin.qq.com/s/8BGVTIYetSiENC2NwVFbuw>

- 受多家品牌方（如Converse、Banxiaoxue等）邀请参加上海时装周，并独立完成时装稿件的撰写，分析可持续时尚以及环保时尚的理念；<http://m.onlylady.com/genie/2021/1025/3994187.shtml>

- 受邀出席SHIATZY CHEN以及MACALLAN的press day；CHEN以及MACALLAN的press day；

- 出席丹麦领事馆关于可持续的时尚论坛等；

- 作为媒体评审出席《舞蹈生》节目录制，并现场为多个舞蹈team进行打分；

- 与艺术家朋友一同策划现代艺术展；

其他

- 技能：Excel，Https，策划，营销，排版，音频，Premiere，Photoshop，PowerPoint，视频剪辑
- 证书/执照：雅思；Google Ads certification
- 语言：德语；雅思

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EDUCATION

Shanghai University of International Business and Economics/University of Osnabrück, Germany

Sep 2020 - Jun 2024
Shanghai

Exhibition economy and management

Northern State University, USA

Sep 2022 - May 2023
United States

Marketing

PROFESSIONAL EXPERIENCE

VOGUE

May 2022 - Aug 2022
Shanghai

Intern for Initiative Editorial department

1. Work with VOGUE Cooperation Manager to complete commercial and non-commercial cooperation with customers

- assist in completing the planning plan of VOGUE's cooperation with brands including Chanel, Dior, Tom Ford, YSL, Loewe, Mason Margiela, Disney, etc., and independently carry out the picture layout, aesthetic editing and final detail adjustment of the plan. And make timely adjustments according to brand and internal needs (all deck is completed in English)
- Assist in the management of VOGUE's global meta-universe NFT project, independently responsible for and collecting NFT works and artist information submitted by VOGUE from other regions of the world, and assist in continuous internal adjustment and external communication (all communication is in English)
- Help evaluate the needs and channels from the sales department, give feasible suggestions, help customize speeches for customers (and edit existing general speeches for activities), participate in speeches and follow up sales completion transactions (such as VOGUE's cooperation with Shanghai Fashion Week, Gensis, etc. to assist sales completion transactions)

2. Be responsible for communicating all details of the project with the editorial department and customers.

- Responsible for repairing and perfecting the VOGUE130 anniversary plan and conducting all details of communication and final confirmation between its sponsoring customers and editorial department
- Responsible for the communication and implementation of VOGUE handicraft projects, assist in the completion of the final plan, and communicate with the editing team, sales and outsourcing process partners
- Discuss and execute in detail with all potential customers of VOGUE

3. Be responsible for assisting in completing and giving cooperation suggestions with brand customers

- Be responsible for and complete VOGUE and New Balance cooperation plan, and give feasible candidate suggestions according to heat and commercial value, and assist in completing candidate list
- Assist in the completion of VOGUE and top photography artist Annie Leibovitz's photography exhibition plan, and give candidate suggestions, assist in the production of candidate list

OnlyLady fashion media Kuang Shi magazine

Jun 2021 - Apr 2022
Beijing

Artist co-ordinates interns Ministry of Arts

Business cooperation:

1. Famous Brand Soft Wide Resource Contact -- Chanel (Perfume/Beauty Line), FancI, etc.

- Find artists/KOL/KOC that meet brand tone, independently make lists, assist brand decision-making, contact the artist team, and track the brand in real time.
- Feedback on marketing data. List-making criteria:
 - -Social media data: the number of comments, comments, forwarding, and overcall/square interaction
 - -First Financial Star Business Value List
 - -Star business capabilities, external image, negative news and other information

2. Resource replacement of iQiyi S-level variety show "Dance Student"

- Use all-media matrix resources to promote the program, and invite Meng Meiqi and other artists to shoot the cover blockbuster to increase the popularity of the platform.

3. EU Green Cycling campaign Plan

- to find artists/KOL/KOC that meet the activity tone; Design activity plans and moving lines, etc.; Use all-media matrix to promote. At the same time, with the help of this campaign, the EU further promotes the concept of green life.

Artist coordination:

1. Contact the agency and invite artists.

2. Be responsible for shooting preparation independently, including: communicating and rundown with the artist team, coordinating resources with fashion, video and modeling departments, confirming films, trivia and interviews, and finally assisting in all media online.

3. Independently write the interview draft of the artist magazine, and finally publish it in the official media.

4. Complete the material update of fashion, art, culture and other contents in the star artist section of OnlyLady's official website. According to Party A's requirements, complete the writing and revision of the press release, typeset and finally publish it on OL's official WeChat public number. Artists involved: Liu Genghong, Zhang Binbin, Chen Yao, Peng Chuyue, etc.; contact company: Huanrui, Sure enough, Light, etc.

- Manuscript:

<https://mp.weixin.qq.com/s/baur0D3F4I8tHda40KwzTQh>; <https://mp.weixin.qq.com/s/y6wPIVJP7VaH04WK2ELt5w>

Fashion writers:

1. Writing articles related to Paris Fashion Week: involving many brand shows (such as Dior, Hermes, Chanel, etc.) and fashion culture content (such as discussing virtual fashion, etc.).

2. Complete hundreds of artists' microblog fashion releases and publish them on OL's official microblog, with more than 1,000 comments (such as Li Yuchun and Jackson Yi)

<https://mp.weixin.qq.com/s/EP52cxyDnm3SXXKSPDsxIw>; <https://mp.weixin.qq.com/s/iN90ijpkqXbk0O0II5A4-Q>

Experience in fashion art activities

1. For Hermes, he wrote the 2023 Spring/Summer Women's Wear Show and published it on So Figaro's official WeChat public number. <https://mp.weixin.qq.com/s/8BGVTIYetSiENC2NwVFbuw>
2. Invited by many brands (such as Converse, Banxiaoxue, etc.) to participate in Shanghai Fashion Week, and independently completed the writing of fashion manuscripts, analyzing sustainable fashion and environmentally friendly fashion concepts; <http://m.onlylady.com/genie/2021/1025/3994187.shtml>
3. Invited to attend SHIATZY CHEN and MACALLAN press day; CHEN and MACALLAN press day;
4. Attend Danish consulate forum on sustainable fashion, etc.;
5. As a media judge, attended the "Dance Student" program recording, and scored multiple dance teams on the spot;
6. With artist friends planning modern art exhibition;

MISCELLANEOUS

- **Skills:** Excel, Https, Planning, Marketing, Typesetting, Audio, Premiere, Photoshop, PowerPoint, Video Editing
- **Certifications:** IELTS; Google Ads certification
- **Languages:** German; IELTS