

## EDUCATION

### **Master of Professional Study – Parsons School of Design**

**Aug 2022**

Fashion Management

GPA: 3.8/4.0

### **Bachelor – Shanghai Ocean University**

**Jun 2015**

Administrative Management

GPA : 3.4/4.0

## CERTIFICATION

### **Engineering Coding Boot Camp – Columbia University**

**Oct 2022**

Full Stack Web Development Skills

Professional portfolio: <https://github.com/Shuyu-Sun>

## PROFESSIONAL EXPERIENCE

### **OLEADA | New York, NY**

**Apr 2022 – May 2022**

*Women's Handbag E-commerce Intern*

- Day-to-day E-commerce business of Shopify website operations in North America, responsible for implementing UX optimizations, elevating clienteling and CRM efforts, and analyzing advertising figures
- Leverage analytics insights and data to optimize page listings, site content, and UX journeys for conversion and engagement, successfully increased weekend sales performance by 30%
- Create and implement UX updates in adherence with product launches, promotional/marketing activities, shipment delays, and relevant content
- Proof-read/edit copy pertaining to marketing newsletter sends and the site including product descriptions, listing pages, and web forms, etc.
- Work alongside the brand CEO/founder and marketing manager, being adaptable to global team for cross-team/time zone collaborations

### **Yan Chi Advertising and Culture Lt. CO. | Shenzhen, China**

**Oct 2018 – August 2019**

*Senior Marketing & Advertising Associate, Full Time*

- Managed the company's Wechat & Weibo social media accounts advertising business, each account had more than 300,000 followers, generate RMB 500,000 revenue per quarter
- Took charge of marketing development and sales, achieving company sales targets, and signing the annual framework deal with MCN and advertising agency
- Work effectively with all internal departments to complete client's advertising demands
- Dealt with followers' feedback and made suggestions to the internal team to improve content quality, expanded follower base and increased revenue

### **GRAZIA Magazine | Shanghai, China**

**Jun 2016 -- Jun 2018**

*Advertising Sales Assistant, Full Time*

- Assisted the deputy director of the advertising department to achieve the advertising sales target; successfully completed the sales target of RMB 5 million per quarter
- Maintained client partnerships such as Kering Group, Chanel Group, Estee Lauder Group, Adidas, etc. through high-quality services and innovative advertising contents
- Supervised advertising cooperation projects, communicating with external clients and internal teams
- Expanded partnership opportunities and client base
- Summarized advertising data and analyzing sales data

## SKILLS

Full-stack Web Development: HTML5, CSS3, JavaScript, jQuery, Adobe Illustrator & Photoshop  
Microsoft Word, Excel, and PowerPoint, Pivot Tables, VLookup

## Languages

Native in Chinese  
Proficient in English