

# DIANE WU

## SUMMARY

Work experience in businesses that require office skills and high-quality creative marketing content. Internships have refined my talents for rapid decision-making, public relations in luxury designer companies, and marketing trends. Developed excellent communication abilities through traveling, cultural immersion programs, and assisting buyers.

## WORK EXPERIENCE

04/2015 – 07/2015

PR INTERN/SALES WEEK

FREELANCER

**ALEXANDER WANG**

Coordinated promotional activities and trade shows, organized art and graphics to create effective merchandising.

09/2014-01/2014

SOCIAL MEDIA/MARKETING

INTERN

**ELOQUII**

Initiated market research studies and analyzed findings, conducted competitive analysis, analyzed business developments and monitored market trends

06/2013- 08/2013

STYLIST ASSISTANT

**Claire Richardson**

Developed and implemented campaigns for print advertising, and coordinated samples for effective merchandising

01/2013 – 03/2013

PUBLIC RELATIONS

INTERN

**Stella McCartney**

Organized PR Database, Adobe Photoshop editing for media clippings and press organization

05/2012 – 09/2012

TEAM LEADER

**Galileo Summer Camp**

Implemented curriculum, communicated team plans and aligned with senior management objectives.

05/2012 – 09/2012

ASSISTANT

**Lanza Tech Ventures**

Drove scheduling and review processes, and streamlined workflow.

## EDUCATION

08/007 – 05/2011

STUDENT

**Palo Alto High School**

## ACCOMPLISHMENTS

### Stylist Assistant:

Diesel Black and Gold, Alexander Wang Market Week, Vogue China, Vogue Russia, I-D Magazine: Man About Town

### Junior Editor:

Illustrator and Editor for online student magazine; Bay Magazine

## SKILLS

### Business

Google Analytics  
Brand development  
Multi-media marketing  
Brand recognition optimization  
Social Media Engagement  
Market Research  
Trend Reports

### Computer

Adobe Photoshop  
MS Office  
Alice

### Languages

French  
Chinese  
English

## VOLUNTEER WORK

FreshFoodBox Volunteer  
GrowNYC Volunteer  
Red Cross Safe Ride Volunteer

## INTERESTS

Fashion  
Photography  
Muay Thai  
Hiking  
Traveling

09/2011 – current B.A: MARKETING MAJOR & MANAGEMENT MINOR  
*Pace University*