DIANE WU

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(650) 387-5801

dianewudw@gmail.com

# SUMMARY

# 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

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***

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

***Pace University***