

Yu Chen

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EDUCATION

University of Leeds - MA Fashion Enterprise and Society Sep 2019 - Nov 2020

Final Project: Business plan for a luxury e-commerce platform based on the Chinese market.

Core Modules: *Fashion Marketing, Internationalisation in the Fashion Industry Context, Brand Design and Management.*

Zhejiang Sci-Tech University - BE Textile Engineering(Textile Design)

Sep 2015 - Jun 2019

GPA: 3.64/5.0 (86/100)

Final Project: Research on moire pattern in Han Dynasty and development of cultural and creative products.

Core Modules: *Textile Materials, 3D Construction, Graphic Design CAD, Fashion Design, Printing Pattern Design.*

WORK EXPERIENCE

Balenciaga UK Limited - Sales Associate (Harrods Accessories)

Apr 2022 - Present

- Offering omnichannel client journey, sharing brand culture and product expertise, maintaining customer relationship based on CRM app, WhatsApp, WeChat. Gained 60 new clients in the first month. Top seller for the first week.
- Got support from the team through learning department store till system, international dispatch sales by remote payment, delivery booking and EOD report.

Jilla Active Limited - Design Intern

Feb 2022 - Mar 2022

- Responsible for new yoga studio business plan. Made target client profile, market research, competitor and SWOT analysis. Designed posters and cafe menu and created physical store floor plan in Adobe Illustrator.
- Organised stockroom and sent out orders for online customers and wholesale orders for Tkmaxx.

Furla UK Limited - Sales Associate (Regent Street Flagship Store)

Aug 2021 - Mar 2022

- Provided excellent customer service and handling client returns during busy times, delivering individual and team targets. Developed customer loyalty in CRM database, sent personalised emails. Achieved the highest conversion in the first month.
- Started a store WeChat account to build a VIP client list (50+), offered after-sale and pay-by -ink purchase service, posted fashion trends, the latest collection outfit ideas and promotions weekly as a new marketing strategy for the digital outreach of Chinese customer segmentation.

Navolio Ltd t/a Off to Work - Bar & Front of House Staff

May 2021 - Present

- "Client Hero" for Bulgari Hotel, V&A Museum and Printworks London. Served guests in high-end events. Responsible for venue setup and closing, providing cloakroom support, answering special requests and orders from guests.
- Shared part-time working experiences on social media Little Red Book and built a Wechat group for Chinese students in London and helped over 20 students to start their part-time jobs in "off to work".

Hangzhou Qingchi Trading Company Limited - Design Assistant

Nov 2018 - Jan 2019

- Assisted designer to complete collaboration with illustrator Xinxin in a tight schedule by negotiating with fabric suppliers, checking sample details and following up on the proofing progress. Assisted in eye mask and tote bag collection photoshoots.
- Refined brand consistency by clothing packaging design, product page layout redesign for our start-up brand.
- Responsible for monthly retail sales reports via Excel macros to record marketing expenses and sales income.
- Managed online and offline distribution platforms including Taobao, Secoo by updating product links to achieve the omnichannel strategy. Analysed B2B, B2C digital advertising data to maintain customer acquisition.

EXTRACURRICULAR ACTIVITIES

London Feeding Programme - Ananda Marga Universal Relief Team - Volunteer

May 2021 - Aug 2021

- Prepared and distributed 60-100 hot vegan meal boxes in the morning sessions for local vulnerable families.

London Design Biennale 2021 - Somerset House - Volunteer

Jun 2021 - Jun 2021

- Provided a warm welcome to visitors, answered questions regarding the event, shared art knowledge with visitors.

Publicity Department of Student Union - Officer

Sep 2015 - Jun 2016

- Responsible for organisation and arrangement of several student-led events such as the University New Year's Party.
- Designed promotional posters and invitation letters for campus activities such as Freshman Talent Show.
- Operation and management of the social media account notifications and interview articles on Weibo and WeChat.

SKILLS

- **Languages:** Mandarin(Native), English(Proficient), Japanese(Basic)
- **Applications:** Proficient in MS Office(Word, Excel, PowerPoint), Adobe Ps, Id, Illustrator, Canva, Google Analytics.
- **Hobbies:** Leather Craft, Embroidery, Swimming, Restaurant Reviews on Social Media