

# FELICIA HU

Content Creator & Project Coordinator

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## PROFESSIONAL EXPERIENCE

<b>Independent Content Creator</b> <i>Xiaohongshu (Little Red Book)</i>	<b>2023 – Present</b>
<ul style="list-style-type: none"><li>Managed a travel &amp; lifestyle account independently, achieving <b>52k+ likes/saves</b> and <b>110k+ single-post reach</b>.</li><li>Implemented a dual-content strategy: used storytelling for viral reach on trending topics, and produced high-value guides for niche travel to build long-term audience trust.</li><li>Analyzed engagement data to optimize content, successfully building an organic community without paid promotion.</li></ul>	<i>Remote</i>
<b>Project &amp; Visual Lead</b> <i>National Geography Study Course Design Competition (2nd Prize)</i>	<b>May 2023 – June 2023</b>
<ul style="list-style-type: none"><li>Led visual strategy for a team of geography majors, translating complex academic data into user-friendly educational products.</li><li>Designed the full <b>Visual Identity (VI)</b> system and infographics, transforming dense theories into intuitive visual learning tools.</li><li>Restructured the curriculum from a "user experience" perspective, ensuring the final product was both academically rigorous and easy to navigate.</li></ul>	<i>Team Project</i>

<b>Project Lead &amp; Creator</b> <i>Cultural Product &amp; Community Campaign</i>	<b>June 2023 – July 2023</b>
<ul style="list-style-type: none"><li>Executed a non-profit fan appreciation campaign, overseeing product design, vendor sourcing, and distribution for 200 custom units.</li><li>Achieved a <b>100% claim rate</b> and leveraged the campaign to generate User-Generated Content (UGC), significantly boosting community engagement and loyalty.</li></ul>	<i>Independent Project</i>

## INTERNSHIPS & LEADERSHIP

<b>F&amp;B Intern</b> <i>The Middle House - Frasca (One-Michelin-Star)</i>	<b>Feb 2024 – June 2024</b>
<ul style="list-style-type: none"><li>Delivered high-standard service to international clientele in a fast-paced environment, developing strong resilience and cross-cultural communication skills.</li><li>Assisted in coordinating large-scale events, ensuring seamless operations and personalized guest experiences.</li></ul>	<i>Shanghai</i>
<b>Head of Technical Department</b> <i>Official University Social Media Team</i>	<b>Sept 2021 – July 2024</b>
<ul style="list-style-type: none"><li>Led a <b>12-member team</b> overseeing filming, editing, and publishing for official university channels.</li><li>Established standardized workflows for content review, ensuring consistent quality across all outputs.</li></ul>	<i>Nanjing</i>

## EDUCATION

<b>Jiangsu Second Normal University</b> <i>Bachelor of Hotel Management</i>	<b>Expected 2025</b>
<i>Relevant Coursework: Statistics, Public Relations, Marketing Management, OTA Operations, Market Research.</i>	

## SKILLS

<b>Content Creation:</b> Copywriting, Photography, Video Editing, Trend Analysis.	<b>Design Tools:</b> (Mobile Visuals).	Canva (Advanced), HiPaint, Xingtu
<b>Languages:</b> English (CET-6, Fluent), Mandarin (Native).	<b>Soft Skills:</b>	Cross-functional Collaboration, Project Management, User Empathy.