

# JUDY DU

My name is Judy Du (Qianxue Du). I specialize in social media and digital marketing. My expertise spans several sectors: advertising, PR, retail, consumer, and gender studies.

Besides, I am also a photographer, visual designer, and ramen chef! Finally, I love animals and enjoy yoga, climbing, cycling, and painting!

## SKILLS

PROJECT MANAGEMENT Trello; Notion; Microsoft Suite; Slack  
WEBSITE DESIGN Figma; Penpot; Procreate; Canva  
CREATIVE DESIGN Photoshop; Premiere Pro; Lightroom; Capcut  
SOME MANAGEMENT Meta Business Suite  
LANGUAGE English; Danish(B2); Chinese



## EXPERIENCE

SOCIAL MEDIA & DIGITAL MARKETING  
[Rive Gauche](#) | Copenhagen



2023 - Present

### Performance:

- **Digital Marketing Strategy:** Manage digital media channels and content based on platform trends and user behavior( Including Instagram, TikTok, LinkedIn, Facebook & Email ).
- **Visual Design:** Established visual concepts and ensured consistent style across all content.
- **Competitor Analysis:** Analyzed similar studios globally for best marketing practices.
- **Strategic Collaboration:** Partnered with external brands and influencers for campaign collaborations.

### Achievements:

- **Impact:** Grew our social media followers by 66% from 2023 to 2024.
- **Enhanced Visual Identity:** Produced and designed a cohesive series of visual content for the studio.

MARKETING, INTERN  
[KROWN](#) | Copenhagen



2024 - Present

### Performance:

- **SoMe Management:** Manage all SoMe channels, creating and scheduling content.
- **Paid Media Campaigns:** Run targeted paid SoMe campaigns to drive app downloads.
- **Marketing Strategy Support:** Develop and refine marketing strategies through A/B test, and create a constantly updated marketing strategy playbook for the startup.
- **AI Content Creation:** Optimized MiniMax and Sora to produce brand-aligned video.

### Achievements:

- **Campaigns:** Our campaign at Steel House achieved a click-to-install rate of approx. 11%; and our marketing campaigns at ARCH, drove 500 clicks through one single targeted event.
- **Content Solutions:** Developed new strategies to create engaging content with limited resources, driving higher reach and more app downloads.

## PUBLIC RELATION, FULL-TIME INTERNSHIP



2022

[Weber Shandwick](#) | Beijing

### Performance:

- **Client Briefing & Concept Development:** Managed projects, translating client briefs into actionable content and coordinating with design teams for designing and messaging.
- **Competitor Analysis & Data Analysis:** Conducted competitor analyses for product launches and provided clients with performance reports based on collected digital media data.

### Achievements:

- **Project Delivery:** Produced 4 pieces monthly, reaching 15k users, 1k+ likes, and 1.5k shares.
- **Event & Activation:** Supported 3 Anta stores launch in China, managing logistics, product shipments, and promotional materials.

## PRESS & COMMERCE, STUDENT ASSISTANT



2021 - 2022

[The Embassy of The Kingdom of Denmark](#) | Beijing

### Performance:

- **Content Creation & SoMe Management:** Managed digital content planning, creation, and publishing for campaigns, events, and ad hoc projects.
- **Campaign Coordination:** Collaborated with different departments to align ESG communication initiatives, focusing on the Danish government's commitment, to communicate the Danish voice to Chinese audiences.

### Achievements:

- **Campaigns:** Assisted in the promotion of large-scale public welfare events, such as LEGO's Braille Brick Day, contributing to the positive image of the Embassy.

## CONTENT COMMUNICATION, FULL-TIME INTERNSHIP



2020

[Bilibili](#) | Beijing

### Performance & Achievements:

- **Copywriting:** Wrote and edited subscription columns for Bilibili's WeChat account, with posts averaging 50k+ views and some more than 100k.

## EDUCATION

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### Cognition and Communication - University of Copenhagen - Master

2022-2024

Specialized in Social Media, Consumer Insights, and Psychology.

### International Journalism - Beijing International Studies University - Bachelor

2018-2022

Specialized in PR, Advertising and Copywriting.

GPA: 3.78/4 (Top 5%)

## VOLUNTEER & OTHER

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- Copenhagen Short Film Festival 2023 Nov. 2022 - Nov. 2023

Communication group - Assisted in film promotion, events organization, and web page management.

- Copenhagen Pride 2023 & Roskilde Festival 2023 Jun.-Aug. 2023

Product sales.

- Women's and Children's Public Welfare Expo 2019 Jul. 2019

Gave speeches on women's and children's welfare to the guests.

- I am in good health without any illnesses and I don't smoke.
- For more info: [judydu.dk](http://judydu.dk)