

JUDY DU

I am 24 years old and I have a master's degree in Cognition and Communication with more than two years of professional experience in content creation and project management alongside my study. I am strongly adaptable and have worked in culturally diverse environments. My expertise spans several sectors, including social media, PR, advertising, consumer, and gender studies. Besides, I am also a photographer, visual designer, and ramen chef! Finally, I am an animal lover and I enjoy yoga, climbing, and reading!



Skills

Project Management	Trello; Notion; Microsoft Suite(Word; Excel; PowerPoint)
Web Design	Figma; Penpot; Canva
Creative Design	Adobe Suite (PS, PR, LR); Procreate; Capcut
SoMe Management	Meta Business Suite; Mindbody
Data Analyse	SPSS; NVivo

Experience

CREATIVE PRODUCTION & MARKETING

Rive Gauche | Copenhagen



May. 2023 - Present

Performance:

- **Creative Production:** Produce all the digital content. This includes everything from brainstorming ideas, writing scripts, casting, and scheduling, to filming videos, photographing, recording audio, editing, caption writing, and publishing.
- **Social Media Manager:** Manage all digital media channels, including Instagram, TikTok, LinkedIn, Facebook, and email newsletters. Develop and maintain an editorial calendar to ensure consistent, engaging content that aligns with current platform trends, user behavior, and the studio's marketing and PR strategies.
- **Strategic Partnerships:** Help to build external partnerships with brands such as AMADA yoga-wear, YUMAN yoga mat, and Jørnæs Productions through shared brand values and coordinated collaborations.
- **Influencer Outreach:** Engaged local lifestyle and fitness influencers, inviting them to experience the studio and collaborate on co-branded content.

Achievements:

- **Enhanced Online Presence:** Produced visual and textual content that aligned with the studio's brand image, boosting engagement rates. Increased social media followers by 50% within one year, with our content consistently reaching around 2k viewers, raising Rive Gauche's brand awareness, and deepening customer engagement.
- **Optimized New Channels:** Developed and launched a new TikTok account, introducing a fresh content strategy that targeted new customer segments, while maintaining the high-quality output of other social media platforms.

PUBLIC RELATION, FULL-TIME INTERNSHIP

Weber Shandwick | Beijing



Apr. 2022 - Jul. 2022

Performance:

- **Client Briefing & Concept Development:** Managed projects from concept to completion, ensuring timely and on-budget delivery. I received clients' project briefs translated their ideas into actionable content concepts, and prepared copywriting to guide the design process. I coordinated closely with clients and our in-house design team to ensure consistency in visuals and messaging, ensuring clear communication and a positive working atmosphere.
- **Competitor Analysis & Data Analysis:** Conducted multi-dimensional competitor analyses for our client's new product launches, focusing on key areas such as market positioning, product differentiation, and digital marketing strategies. I collected and analyzed digital media performance data, and reported to our clients.

Achievements:

- **Project Delivery:** Delivered 4 high-impact promotional pieces monthly across multiple platforms for our client's new product launches, with key posts reaching over 15k users and achieving over 1k likes and 1,5k shares.
- **Event & Activation:** Helped launch 3 new Anta stores in China by managing logistics, coordinating product shipments to celebrity brand ambassadors, and overseeing the creation of promotional materials.

PRESS & COMMERCE, STUDENT ASSISTANT



Oct. 2021 - Aug. 2022

The Embassy of The Kingdom of Denmark | Beijing

Performance:

- **Content Creation & SoMe Management:** Managed the Embassy's digital content creation across platforms, including planning, writing, editing, and publishing. Led creative production for digital campaigns, event coverage, and ad hoc design projects, ensuring brand consistency.
- **Campaign Coordination & Cross-Platform Strategy:** Collaborated with internal teams and external partners to align marketing activities and logistics, from coordinating giveaways to organizing product shipments for live events. I regularly analyzed performance data to refine content and maximize impact.

Achievements:

- **Enhanced Campaign Effectiveness:** I helped build a stronger brand image across different platforms, which helped Chinese audiences understand Denmark and Danish brands better.
- **Improved Brand Storytelling:** Developed effective strategies for storytelling that highlighted Denmark's values and products, building a stronger emotional connection with followers and enhancing the embassy's outreach efforts.

CONTENT COMMUNICATION, FULL-TIME INTERNSHIP



Jul. 2020 - Oct. 2020

BiliBili | Beijing

Performance & Achievements:

- **Copywriting:** I was responsible for writing and editing articles for Bilibili's official WeChat subscription account, conducting interviews to gather insights and create compelling stories. Each post averaged over 50k views, with some posts exceeding 100k readers.
- **Management:** Additionally, I managed the publication process, ensuring timely and strategic releases, and contributed to the launch of the official short video account by conducting competitor analyses of similar platforms.

Education

Cognition and Communication - University of Copenhagen - Master

2022-2024

Specialized in Social Media, Consumer Insights, and User Psychology.

International Journalism - Beijing International Studies University - Bachelor

2018-2022

Specialized in PR, Cross-cultural Communication, Advertising and Copywriting.

GPA: 3.78/4 (Top 5%)

Master's Thesis



2024

The Comparison of Lululemon's Consumer-generated Content (CGC) On Social Media – Take RED And Instagram as Examples

(quantitative & qualitative content analysis)

Analyzing and comparing the characteristics of Lululemon's CGC on different social media platforms in a cross-platform and cross-cultural way to see what is its CGC like, to help brands find more suitable CGC strategies and social media platform strategies.

Research Project

2023

Comparison of Gender Stereotypes in Selfies on Instagram – Take Copenhagen and Hong Kong Women as Examples

(quantitative content analysis)

Adapting Goffman's Self-presentation theory to analyze the gender stereotypes of selfies uploaded by social media users in different cultural backgrounds, as well as the cultural, and psychological cognition behind them.

VOLUNTEER & OTHER

Copenhagen Short Film Festival 2023

Nov. 2022 - Nov. 2023

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

Copenhagen Pride 2023

12-20 Aug. 2023

Assisted in 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.

Language: Danish(B2); English(C1); Chinese(Native).

Civil Status: Single

Fun Fact: I can solve the Rubik's Cube quickly. 