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 | Copnhagen

Rive Gauche

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 | Copnhagen



2024 - Present

Performance:

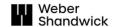
- **SoMe Management:** Manage all SoMe channels, creating and scheduling content.
- Paid Media Campaigns: Run targeted paid SoMe campaigns to drive app downloads.
- Marketing Strategy Support: Develop and refine marketing strategies through A/B test, and create a constantly updated marketing strategy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

Weber Shandwick | Beijing



2022

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 launche in China, managing logistics, product shipments, and promotional materials.

PRESS & COMMERCE, STUDENT ASSISTANT

The Embassy of The Kingdom of Denmark | Beijing



UDENRIGSMINISTERIET 2021 - 2022

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

Lili Lili

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.

FDUCATION

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

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