



12th Oct 2024

Dear Caitlin,

I will start this by telling the story happened in my first advertising class in university. Our professor gave us two boxes with simple lines and asked us to draw something in 3 minutes. While most filled the boxes independently, I saw potential in the relationship between the lines. I turned the diagonal line in one box into an small animal's ear and the curve in the other into its body, combining them into a cohesive image. My professor praised my outside-the-box thinking. That moment made me realize: creativity is about seeing the unseen, just like in advertising. It's not just about filling the boxes; it's about connecting them in ways that matter.

I joined Weber Shandwick, the PR company, while pursuing my bachelor's degree in Journalism, which was what I had always dreamed of. I was part of the team handling digital marketing for Anta, one of China's largest sports brands. My role involved copywriting and creative production. After receiving briefs and raw visuals, I worked on crafting copy and outlining creative drafts. Collaborating closely with designers, my job was translating the client's vision into cohesive campaigns, while ensuring each revision stayed true to our creative goals.

One of the projects was the digital content for Anta's new running shoe, Star202 (included in my portfolio). Faced with tough competition from Li Ning's tech-heavy release and Lululemon's first running shoe, Blissfeel, I aimed to find a way to stand out. Rather than emphasizing the technical aspects, I chose to focus on the story behind the design, inspired by the "Alpenglow" in Tibet. By highlighting the emotional significance and the shoe's uniqueness, we were able to create a distinct narrative that resonated with the audience. It was a valuable learning experience for me in balancing creativity with market demands.

After completing my master's degree in Cognition and Communication from KU this year, I returned to Rive Gauche, Copenhagen's first immersive yoga studio, where I had previously interned. Now, I work alongside the founder, Nina, managing everything but teaching yoga -- from creative content production, art director and social media management to community engagement, event coordination and project management -- keeping this studio booming in Copenhagen. Working in a smaller business gives me the opportunity to wear several hats and take ownership of diverse responsibilities. Here, I have built and expanded a significant body of creative work, collaborating with Rave, Rethinkit, Jørnæs Productions, and Urban Gazelles, while maintaining long-term partnerships with brands such as AMADA Yogawear and YUMAN yoga mats.

I'm young, committed, and passionate about my craft. I am looking forward to your reply!

Sincerely,

*Judy Du*