

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 digital marketing and project management alongside my study. I am independent and adaptable and have worked in international environments. My expertise spans several sectors, including SoMe, 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
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

DIGITAL & EVENTS MARKETING

KROWN | Copnhagen



Oct. 2024 - Present

Performance:

- **SoMe Management:** Manage all SoMe channels, creating and scheduling organic content to increase brand visibility.
- **Paid Media Campaigns:** Plan and run targeted paid social media campaigns to drive app downloads.
- **Marketing Strategy Support:** Develop and refine marketing strategies through new experimentation, and creating a comprehensive marketing strategy playbook.
- **Event Coordination:** Organized and promoted events to enhance community engagement.

Achievements:

- **Event Campaign:** Marketing campaign at Steel House, achieving a click-to-install rate of 11%; and at marketing campaign at ARCH, driving 500 clicks through one targeted event.
- **Process Improvement:** Streamlined social media scheduling and event coordination workflows, improving team efficiency.

SOCIAL MEDIA & DIGITAL MARKETING

Rive Gauche | Copnhagen



May. 2023 - Present

Performance:

- **Digital Marketing Strategy:** Managed digital media channels and content based on platform trends and user behavior.
- **Visual Design:** Establishing studio's visual identity and ensuring consistent style and tone across all visual content.
- **Competitor Analysis:** Analyzed yoga and similar studios in Denmark, Europe, and the U.S. to identify best practices.
- **Strategic Collaboration:** Partnered with external brands and influencers to execute co-branded campaigns.

Achievements:

- **Sales Increase:** Grew our customers by 50% in a year, boosting audience retention and sales.
- **Optimized New Channels:** Launched a TikTok account targeting new audiences while maintaining content quality.

PUBLIC RELATION, FULL-TIME INTERNSHIP

Weber Shandwick | Beijing



Apr. 2022 - Jul. 2022

Performance:

- **Client Briefing & Concept Development:** Managed projects end-to-end, translating client briefs into actionable content and coordinating with design teams for consistent visuals 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 high-impact pieces monthly, with reaching 15k users and 1k+ likes and 1.5k shares.
- **Event & Activation:** Supported 3 Anta store launches in China by managing logistics, product shipments, and promotional materials.

PRESS & COMMERCE, STUDENT ASSISTANT



Oct. 2021 - Aug. 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, ensuring brand consistency.
- **Campaign Coordination:** Collaborated with different departments to align marketing activities and refined strategies based on performance data.

Achievements:

- **Brand Storytelling:** Assisted in the promotion of large-scale public welfare events, such as LEGO's Braille Brick Day, contributing to the positive image of the Danish government.
- **Campaign Effectiveness:** Strengthened brand image and improved understanding of Denmark among Chinese audiences.

CONTENT COMMUNICATION, FULL-TIME INTERNSHIP



Jul. 2020 - Oct. 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.
- **Management:** 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. 