



Judy Du

ABOUT ME

D. O. B 19/12/1999
Civil Status Single
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EDUCATION

Cognition and Communication

University of Copenhagen

Master's degree

Sep.2022-Jun. 2024

Including Consumer Research,
Communication Theory courses

International Journalism

**Beijing International Studies
University**

Bachelor's degree

Sep. 2018-Jun. 2022

Including Public Relation,
Advertising and Copywriting
courses

Junior & Senior High School

Sep.2012-Jun. 2018

Primary School

Sep. 2006-Jun. 2012

WORK EXPERIENCE

Full-time Internship Social Media and Digital Marketing

Rive Gauche I Copenhagen, Denmark

May. 2023- Jan. 2024

- Managed all SoMe channels, including content planning, creation, and activation of Instagram, LinkedIn, and Facebook, to create the ideal brand image of Rive Gauche on SoMe.
- Coordinated content, and conducted photo and video shoots with models and products for SoMe content.
- Maintained an editorial calendar for SoMe initiatives, aligning with latest events and PR projects.
- Designed, wrote, and distributed newsletters, ensuring consistent brand voice and engagement.
- Managed influencer marketing campaigns, increasing brand visibility and engagement in the community.



Full-time Internship Public Relations

IPG, Weber Shandwick I Beijing, China

Apr. 2022 - Jul.2022

- Created advertising slogans and PR copies for Anta Sports, and collaborated with designers to deliver final visual products.
- Conducted competitive research for Anta's new products launch.
- Consumer feedback information collation and regular product performance data reporting for Microsoft Technology and Nestlé.
- Assisted in organizing premieres and word-of-mouth interviews for Universal Pictures films in China.



Student Assistant Press, Culture and Public Diplomacy

**The Embassy of The Kingdom of Denmark
I Beijing, China**

Oct. 2021 - Aug. 2022

- Coordinated with other departments to draft and produce posts and short videos for the Embassy's SoMe platforms, including WeChat, Weibo, Kuaishou and TikTok, ensuring using the right communication tone of the embassy.
- Took press photos and videos at ambassadorial events and handled media-related ad-hoc tasks.



Full-time Internship Content Communication

BiliBili Co., Ltd I Beijing, China

Jul. 2020 - Oct. 2020

- Managed the official subscription account, curating content and conducting interviews, and some contents we made reached 100,000+ readers.
- Launching and optimizing the short video account involved strategic analysis and topic selection, enhancing brand's digital presence.
- Layout design with Photoshop, blending creative design with strategic content planning.



Internship Publicity

**The China Millennium Monument
I Beijing, China**

Jun. 2020 - Aug. 2020

- Wrote activity proposal and publicized their campus competitions throughout all the universities in Beijing.



SKILLS

- Adobe Premiere Pro & Photoshop & Lightroom
- Microsoft Word & PowerPoint & Excel
- Figma & Canva & Procreate
- SPSS & NVivo
- Photography & Video & Design
- Content creation and strategy

LANGUAGES

- English & Chinese (C1 and above)
- Danish (PD3 M4)

WEBSITE

- Visit judydu.dk for more information

ACADEMIC PROJECTS

Master's Thesis University of Copenhagen

May. 2024

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

Analyzing and comparing the characteristics of Lululemon's CGC on different social media platforms in a cross-platform and cross-cultural way to help brands adopt more suitable CGC strategies and social media platform strategies.



Research Project University of Copenhagen

May. 2023

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

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



VOLUNTEER EXPERIENCE

Lyngby Frisbee Club (LFC)

Dec. 2022 - Present

Communication and Organization

Designed the team logo:



Copenhagen Short Film Festival 2023

Nov. 2022 - Nov. 2023

Communication group

Assisted in film promotion and events organization



Copenhagen Pride 2023

12-20 Aug. 2023

Roskilde Festival 2023

Jun. 2023-Jul. 2023

Volunteer with Cphbusiness Student Union, Supported event management and participant coordination

**Women's and Children's
Public Welfare Expo 2019**

Jul. 2019

Volunteer with Beijing International Studies University Student Union