

Tian Tian / 田甜

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WORK EXPERIENCE

Freelance Writer Shanghai, Mar. 2021 – Jul. 2023

- After years of experience, I started freelance writing for editors and clients worldwide.
- Mostly, I wrote in fashion, music, and culture, and they appeared in *Vogue*, *Tatler*, *Modern Weekly*, *Man About Town*, and *RADII* in both Chinese and English.
- Besides, I also helped businesses, freelancers, and entrepreneurs in copywriting, translation, and creative design.

Totem Media, Digital Content Strategist Shanghai, Jun. 2020 – Mar. 2021

- Leading a small team of 3, I was responsible for mapping out content plans for clients in luxury lighting, semiconductors, and tourism. We aimed to publish articles that are both educational and entertaining, with a twist of contemporary wit.
- Some of our clients include Lutron, Intel, and Tourism Tropical North Queensland.
- As an independent business, we worked cohesively for client pitches, in which I was mainly responsible for creative writing.

Dazed, Digital Editor Shanghai, Aug. 2019 – Jun. 2020

- In 2019, *Dazed UK*, the iconic underground counterculture magazine, opened a branch in China, and I joined the original team as a digital editor, responsible for digital publication on WeChat, the Chinese content platform.
- My articles focus on authentic subculture scenes in Shanghai and China.

GQ, Creative Editor Shanghai, Dec. 2018 – May 2019

- GQ China has a special content team (GQ lab) creating vertical-reading scrolling comics catering to white-collars in metropolises as a quick entertainment during lunch break, which turned out to be a major success.
- My job was to manage comic projects, creating ideas and stories, and deliver them with quality on time.

Edelman, Client Executive Shanghai, Sep. 2017 – Jun. 2018

- Edelman is a leading PR corporation helping clients maintain relationships with stakeholders.
- My team worked for pharmaceutical clients - Amgen, Johnson & Johnson, MSD, AstraZeneca, and many more. We were responsible for event management, new drug release, media connections, press releases, and so on.

Burson-Marsteller, Assistant Client Executive Shanghai, Jan. 2016 – Aug. 2017

- Burson-Marsteller is a branch of the WPP group, known for its ability to help commercial brands assert their marketing position with campaigns and regular media management.
- I did my internship as the assistant of CEO, and after graduation, I started working in the sports team. Our major clients included adidas and Fitbit for retainer and campaign projects.

EDUCATION

Universität Basel 2023 - Now
Master's Degree, English and Digital Humanities Basel, Switzerland

Hunan University 2012 -
2016
Bachelor's Degree, English Changsha, China