

# AARON ZHANG

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## INTRODUCTION

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With a multicultural education background and 13 years of experience in marketing, visual design, and multinational project management, I have a deep understanding of different cultures and ways of thinking. Over the years, I have been constantly seeking knowledge, exploring and mastering new fields and skills, and pushing myself out of my comfort zone. **I'm seeking marketing positions where I can collaborate with a creative team to develop impactful strategies for the company's products and services. I aim to become a well-rounded marketing specialist and enhance my team management experience in the coming years.**

## EDUCATION

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### Goldsmiths, University of London | 2020-2022, London, UK

*MA Creative & Cultural Entrepreneurship*

- Classification: Merit **Award:** The Gold Award (Excellent Practice Award)
- Major in Theories of Capital / Entrepreneurial Modelling / Business Design / Studio Practice

### Coventry University | 2019-2020, London, UK

*BA International Fashion Management and Marketing (Top-up)*

- Classification: 2:1
- Major in Marketing Strategy / Fashion Operations / Fashion Management / Research Methods

## PROFESSIONAL EXPERIENCE - REFERENCES AVAILABLE UPON REQUEST

[CLICK HERE TO SEE WORK PORTFOLIO](#)

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### Self-Employed (Marketing & Project Management Oriented) | 2021-Present, London, UK and China

Co-founder of Shuolab (Creative Agency), and Linzi Boutique

#### **Respect Home Project**

- As a project manager, planned and led a long-term trade cooperation project with an Eastern Europe chain department store, "Respect-shoes," **exporting 5000 sets of bedding to 200 physical stores.**
- Successfully delivered the products in stores and online platforms.

#### **LOVE HERO Project**

- Planned and executed advertising photography, showreels for the sustainable fashion brand LOVE HERO. Driving over 5000+ views on social media.
- Featured visual products on VOGUE Business press website.

#### **Katarina Rimarcikova Project**

- Led a team to design and execute visual and shooting plans for the designer brand Katarina Rimarcikova.
- Featured on the brand's official website and social media, reshaping the brand image.

#### **Brilliant Jet Airline Project**

- Online cross-border office capabilities: designed and produced stewardess uniforms for the private aviation company Brilliant Jet Air, organised design teams and 3 factories between the UK and China.

#### **Linzi Boutique Experience (Opening in 2023)**

- Levered traffic: **543 members** in the online fans club, promote products and maintain relationships to complete online order transactions.
- Organised the Shuolab team to design a VI for Linzi Boutique, including the logo and interior soft furnishings design.
- Supported the procurement channels for in-store clothing and maintained cooperative relationships with over 10 suppliers.

### ***Tik Tok relevant Experience (2018)***

- Assisted British singer Shaun Gibson in expanding his career in China through TikTok (China version).
- Created creative short video content resulting in over 30,000 views per video.
- Videos received a total of 167,840 likes and gained 973,000 followers.

### **WHYTE STUDIO-Fashion Brand | 2019-2021, London, UK**

#### **Marketing & Creative Assistant (Internship)**

It's an Australian women's clothing designer brand located in London, which used to have a stall in Topshop.

#### ***Key Achievements:***

In 4 months, along with another intern and the team, proposed and executed a series of digital marketing reforms **resulting in a 560% increase in website traffic and 568% growth in sales** compared to the same period the previous year.

#### ***Job Responsibilities:***

- Managed social media operations and redesigned the brand's social media management strategy:
- Worked with the team to plan and execute 3 successful on-site activities, through high-quality and timely social media content dissemination, increasing the brand's **website traffic by 210%**.
- Supported in 6 Instagram live-stream events of the brand during the COVID-19 pandemic
- Assisted in managing the brand's official website and other online sales channels.

#### ***Ability of Discovered and Solved Problems Proactively:***

- Visited the physical store to observe consumer shopping habits and proposed new sales strategies. Quickly **clearing 60% of the out-of-season inventory**.
- Utilized commercial sense: to plan TikTok operations based on upcoming shopping function.

### **LOVE OF CHINA CULTURE MEDIA, LTD | 2016, Beijing, China**

#### **Celebrities Promotion & Management Coordinator**

I worked for the entertainment company that managed signed musician-Lijin from "American Idol (Chinese version)", Ding Shaohua (The voice of China) and operates in music, TV/film production, and IP copyright projects.

#### ***Job Responsibilities:***

- Promoted TV/film project "To Love Till the End" with visual and copy materials, achieving wide dissemination.
- Project made it to the hot topic list on Weibo(China Twitter) with over **310 million views and 536,000 discussions**.
- Planned visual and promotional strategies for EP and digital singles, achieving success on QQ Music's "Hit Songs" No.5 chart.

### **YOBOOM MAGAZINE (ARTTIME BEIJING MEDIA), LTD, CHINA | 2013-2017, Beijing, China**

#### **Fashion Editor**

#### ***Job Responsibilities:***

- Produced 12 cover shoots and curated 10 street-style review columns. Planned and executed fashion and beauty sections, including communication with celebrities, creative talent agencies, and advertisers.
- Promoted from intern to fashion editor within 18 months, leading a team of new interns for daily work at the magazine.

### **INTEREST & ACTIVITIES**

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- As a fan of 90s pop music, I'm an administrator of "Britney Spears Official China Fan Club" (**210K followers**). Apart from organising album group purchase campaigns, I voluntarily translated subtitles for relevant documentaries and legal documents during the "Free Britney" movement (**generating a total of 6.7 million views**), supporting equal conservatorship rights. Organised a digital single group purchase activity for the song "Hold Me Closer," totalling **669 copies**. Successfully helped the single achieve the record of reaching **No.1 on the UK music download chart** for the week of 1<sup>st</sup> September 2022.
- I enjoy photography and filming. With over 30 photo and video editing apps on my phone, I often retouch photos for my friends.
- I have a strong passion for singing. Every Thursday, I practice various songs with my "Rainbow Nation Choir" buddies in London. I have also auditioned for "The Voice of China" and passed the first round.