



Zhou Zhengxi (Rosa)
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Educational background

LIM College, New York, NY
Fashion Merchandising major, Junior year
Expected graduation time: 2027

Related courses

- Fashion marketing and brand management
- Retail and supply Chain Management
- E-commerce and digital marketing
- Visual display and store management

Experience

Marketing & Communication Intern
SHUSHU/TONG, Shanghai, China

May 2025 – August 2025

- Support the launch of the series by preparing and uploading product lists, with e-commerce platforms being the main focus.
- Work in cross-functional teams with the design and sales departments.
- Write and edit brand communication content such as news announcements and WeChat articles, increasing media coverage by 15%.
- Assist in planning offline exhibition hall activities, manage personalized interactions with VIP customers, and increase the participation of major buyers by 10%.
- Conducting competitive and trend research, providing information for brand strategy, and later being used to collaborate with influential people to influence decision-making.

Sales & PR Intern
101 Studio, New York, NY

Feb 2026–Present

- Support daily in-store sales operations and customer service to enhance the shopping experience and drive conversion
- Assist with PR-related tasks and online promotion (e.g., social media posting, new-arrival announcements, campaign support) to increase store visibility and traffic
- Manage inventory operations including stock checks, organization, and updates to ensure accuracy and efficient replenishment
- Participate in daily product selection and merchandising, helping curate items aligned with the store's aesthetic and target customers

Skills

- Adobe Photoshop, Illustrator (for visual display and brand design)
- Microsoft Office (Word, Excel, PowerPoint)
- Social media marketing & Communications (Instagram, TikTok, WeChat)
- Supply chain and inventory management
- E-commerce product upload & Merchandising
- Content Writing & Competitor Analysis

Language

- Chinese (native language) & English (fluent)