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| 841b238a12f52a272a2561a3f4a4c7f | Ziyu Zhang |

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|  | Work Experience16/04/2023-26/06/2023 Marketing Department Internship – Chanel, remotePerformed market analysis and trend forecasting for Chanel, organizing popular products and creating consumer profiles. Contributed insights to inform effective marketing strategies, enhancing brand success. Engaged in prospective analysis of future fashion trends, refining analytical and organizational skills |
|  | EducationUndergraduate in Fashion Marketing and Branding –**Nottingham Trent University**Currently pursuing a degree in Fashion Marketing and Branding, specializing in marketing strategies and trend analysis. Expected graduation in July 2024.Relevant coursework: Visual and Cultural Influences, Principles of Fashion Marketing and Branding, Visual and Self Identity, Marketing Strategy and Insight, Brand Environments, Co Lab, Digital Marketing and Communication, Strategic and Creative Solutions, Project MeThesis/Project: Stage1- Use of Fairness products and Anglicised consumer behaviour in the Asian beauty industry |
|  | Interests* Music: Passionate about singing, with experience performing in gala performances during high school and participating in singing-related activities in college.
* Travel and Photography: Enthusiastic about exploring new places and capturing the beauty of life through photography.
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 | DetailsChina, 074223775481220570297@qq.comSkills

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| Microsoft Office Suite |
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| PowerPoint (basic) |
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| Word |
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| InDesign |
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| Canvas |
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Soft Skills* Self-Learning: Enjoys learning independently and quickly adapts to new skills.
* Problem-Solving: Skilled at finding solutions to challenges.
* Teamwork: Works effectively with others to accomplish common objectives.

Languages* Mandarin - Native
* English - Intermediate
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