



# 劉衣芸 AVIE LIU

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## EDUCATION

Academy of Art University, San Francisco, CA  
Master of Fine Arts in Fashion Merchandising  
June 2015 - August 2017

Tamkang University, Taipei, Taiwan  
Bachelors of Art in Public Administration  
September 2009 - December 2013

## PROFESSIONAL EXPERIENCE

INTERNATIONAL COSMETICS SUPPLIERS  
MARKETING COORDINATOR  
2019 FEBURAEY - CURRENT

- Design and keeps promotional materials ready
- Markets products by developing and implementing marketing and advertising campaigns.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- In charge of all social media platforms (ex: Instagram, Facebook, LinkedIn)
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, and new product information.

CARO MARKETING, LOS ANGELES, CA  
FASHION PUBLIC RELATIONSHIPS ASSOCIATE,  
2017 SEPTEMBER - 2018 NOVEMBER

- Take charge and conduct sample management, gifting/seeding planning per key holiday season or key business dates for clients
- Responsible for social media content management and marketing (Facebook, Instagram, Youtube)
- Monitor all forms of media for press placements
- Identify and drive digital/ traditional media strategies
- Writing media release draft
- Editor and KOL relationship maintenance, push media clipping and social buzz for key innovation launch

THIS IS NOT CALVIN KLEIN (E-COMMERCE) TAIPEI / LOS ANGELS  
FOUNDER/CREATIVE DIRECTOR  
2015 AUG-CURRENT

- Drive audiences engagement through providing customized styling tips and guidance
- Conduct overseas shipment and handle online and off-line orders
- Edit and develop brand content for official communication and social media
- Social media management: Facebook, Instagram, Youtube

## FREELANCE WORK EXPERIENCE

BLACK HATS TW, TAIPEI, TAIWAN  
ART & MARKETING DIRECTOR  
20202 SEP - CURRENT

- Logo Design
- Branding and visual direction
- In charge of Social Media and designing posts
- Translating marketing materials and menus

\*SACRED SALUTE , TAIPEI, TAIWAN  
ART DIRECTING AND MARKETING CONSULTANT  
20202 JUNE-2020 AUGUST

- ShopLine Website design
- Branding and visual direction
- In charge of Social Media and designing posts
- Design and operate Marketing events and campaigns

## TECHNICAL SKILLS

- Fashion: Social Media Marketing, Video Production, Trend Analysis, Styling, Fashion Show Production, Textiles, Product Sourcing and Assortment Planning, Product Development, Retail Management and Store Operations, Financial Planning, Merchandising, Visual Merchandising and Display
- Computer Software: Adobe: Photoshop, InDesign, Illustrator, Premiere Microsoft: Word, Excel, PowerPoint
- Languages: Mandarin- Native Speaker English- Bilingual