劉衣芸 AVIE LIU

kimmy7021@gmail.com
avieliu.com

學歷

2015 六月-2017 八月
舊金山藝術大學, 舊金山,美國加州
碩士,時尚行銷學系

2009 九月-2013 十二月
淡江大學,台北,台灣
學士,公共行政學系

工作經驗

INTERNATIONAL COSMETICS SUPPLIERS, 台北,台灣
行銷專員
2018 二月- 至今

- 負責拍攝、編輯及撰寫行銷素材
- 負責和設計國內外參展展場佈置及參展事宜
- 負責公司社交媒體帳號及網站
- 負責市場趨勢分析
- 負責更新及維持樣品

CARO MARKETING, 洛杉磯,美國加州
公關
2017 九月-2018 十一月

- 負責KOL行銷策劃與執行
- 負責管理公司社交媒體帳號
- 公關活動執行
- 撰寫新聞稿，發佈新聞訊息
- 長約客戶工作執行與專案客戶服務
- 網路社群行銷活動

THIS IS NOT CALVIN KLEIN歐美代購, 台北/洛杉磯
創立者,創意總監
2015 八月-現今

- 採購商品
- 整理每日訂單並與廠商聯繫出貨相關事宜
- 聯繫物流公司,貨運公司
- 商品包裝及寄送
- 商品客服問題回覆說明
- 拍攝商品及品牌撰文
- 社交媒體帳號

SHOPMY.WORLD, 洛杉磯,美國加州
影片剪輯
2018 六月

- 協助團隊討論拍攝場地及構想
- 負責拍攝及製作影片

PR FOR ARTISTS, 洛杉磯,美國加州
公關實習生
2017 九月 - 2017 12月

- 對外大型活動的協調及落實
- 協助上級領導進行公司形象體系的規劃和建設
- 創建公司形象推廣方案和具體的實施方
- 做好媒體推廣、社會公關與各類供應商及時溝通與協調,保持良好的協作關係

WILLIAMS SONOMA, 舊金山,美國加州
視覺陳列員(PT)
2016 11月 - 2017 1月

- 定期店內陳列維護
  針對本公司自有品牌商品（日用雜貨、餐桌周邊、居家裝飾等多元商品種類）進行美術陳列設計
- 日常需配合品牌行銷企劃、業務企劃人員共同討論陳列企劃之需求與設定
- 執行與本職務相關之交辦事項

志工經驗

洛杉磯時尚周志工 | 2018 三月-十月
洛杉磯,加州

- 規劃並負責場地
- 負責辦理VIP貴賓登記手續及帶位
- 負責帶位及協助賓客

淨灘活動志工 | 2016 七月
SURFRIDER FOUNDATION, 舊金山,加州

- 協助淨灘

舊金山時尚周規劃小組志工
2016 八月 - 2016 十二月
舊金山時尚周,舊金山,加州

- 聯繫參與時尚周之供應商
- 規劃並統整參與團隊及賓客名單
- 協助模特兒選派事宜

專長與技能

- 時尚:
  社交網路管理
  採購
  時尚影片剪輯製作
  時尚趨勢分析
  造型
  時尚秀後製
  布料基本知識
  時尚趨勢與商品文章之撰寫
- 電腦軟體:
  Adobe: Photoshop, InDesign, Illustrator, Premiere
  Microsoft: Word, Excel, PowerPoint
- 語言:
  中文（母語）
  英語（精通）

AVIE LIU

kimmy7021@gmail.com
avieliu.com

EDUCATION

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

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

PROFESSIONAL EXPERIENCE

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

SHOPMY.WORLD, LOS ANGELES, CA
FILM DIRECTOR/EDITOR
2018 JUNE

- Conduct and develop story board and locations
- Direct, shoot and edit the look-book video

PR FOR ARTISTS, LOS ANGELES, CA
PR INTERN
2017 SEPTEMBER - DECEMBER

- Develop story angles and conduct preliminary media
- Research media contacts and create strategic media lists
- Contribute actively to brainstorms for PR campaigns, activities and events
- Monitor and compile news coverage
- Creating and managing social media

KING STAR FASHION COMPANY, TAIPEI, TAIWAN
SALES MERCHANDISER
2014 JANUARY - 2015 JUNE

- Estimating or quoting prices, credit or contract terms, warranties and delivery dates
- Providing customers with product samples and catalogs
- Arranging and directing delivery and installation of products and equipment
- Performing administrative duties, such as preparing sales budgets and reports, keeping sales records and filing expense account reports
- Monitoring market conditions, product innovations and competitors' products, prices Forwarding orders to manufacturers

VOLUNTEER EXPERIENCE

LA FSHION WEEK VOLUNTEER | MARCH 2018
LA FASHION WEEK, LOS ANGELES

- Checkin in press and VIP guests
- Organizing the venue's seating and guests' gifts
- Assist the PR and backstage team
- Usher

BEACH CLEAN-UP VOLUNTEER | JULY 2016
SURFRIDER FOUNDATION, SAN FRANCISCO, CA

- Assisting in the cleanup of Ocean Beach

SAN FRANCISCO FASHION WEEK PRE-ORGANIZATION TEAM | AUGUST 2016 - DECEMBER 2016
SAN FRANCISCO FASHION WEEK, SAN FRANCISCO, CA

- Organizing the fashion show participation list
- Contacting the fashion show production vendors
- Assisting the model casting team
- Collaborating in different production areas as needed, to ensure the smooth running of the fashion show

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