



# Hancong Zhou

Luxury and Fashion Management

A business analyst with the solid theoretical knowledge; a wealthy of multi-culture experience; complex task solving and conflict management skills; proficiency in various software, as well as rich experience in practice. A keen sense of fashion and business.

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## WORK EXPERIENCE

### Chanel

Intern in Marketing Department, Shanghai  
2020/06-2020/07

- Conducted in-depth research on BOY DE CHANEL, a series of men's cosmetics, conducted market research on similar competitive products, analyzed and refined product characteristics through SWOT model, and formulated the implementation promotion plan
- Assisted the marketing manager to complete the promotion plan for the Pop-up store on the SUBLIMAGE LA CRÈME LUMIÈRE, responsible for the preliminary planning and creative output, etc
- Analyzed and sorted out the selling points of Chanel beauty makeup products, and wrote marketing promotion copy according to the activity requirements

### Overlab

Sales Intern, HongKong  
2019/06-2019/09

- Learn brand history and commodity related knowledge, and provide customers with good service and professional collocation advice
- Assist the store manager in the visual display and display of products, maintain a clean store image, ensure the safety of goods, avoid theft of goods and other losses
- Strictly abide by the rules and regulations of the company and the store, get familiar with the goods storage management and operation system during the internship, and assist colleagues in other departments to jointly achieve sales targets

### Mighty Divine Limited

Research and analysis Intern, HongKong  
2018/09-2018/12

- Assist the superior to collect the financial statements and annual reports of listed companies, conduct data analysis and complete the draft of project reports
- Participated in due diligence on a number of projects, assisted in completing project investment analysis reports through field visits and telephone interviews with experts

## EDUCATION

Savannah College of Art and Design, Hong Kong  
MA of Luxury and Fashion Management  
2019.04-2020.11

University of California, Davis  
Economics  
2017.06-2018.06

## SKILLS

Microsoft Suite (PowerPoint, Excel, Word),  
Adobe Suite (Photoshop, Illustrator, InDesign)

## LANGUAGES

Mandarin  
Native

English  
Native

## SOCIAL ACTIVITIES

• 2016.06: Served as a volunteer in Community Harvest of Davis, participated in a number of environmental public welfare activities, assisted local residents in picking and collecting fruits, and donated them to the supermarket

• 2014.06: Served as a volunteer in Northern California Chinese Culture and Sports Association and helped prepare for the 12th Sports Meeting