

Jade Liu

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EDUCATION

Parsons School of Design (BBA)

08/2024 - Present

Major: Strategic Design and Management

GPA: 3.83/4 (Academic Scholarship Honor)

EXPERIENCE

3.1 Phillip Lim

01/2026 – Present

Public Relations Intern

New York, NY

- Managed sample trafficking by coordinating stylist pull requests, tracking send-outs and returns, and following up to ensure timely returns
- Used JOOR to collaborate with DTC and wholesale teams to assist with sample requests for sales pull, photoshoots, and trunk shows
- Assisted with inventory logistics, including scheduling messengers through Quicktrack and preparing global shipping through FedEx
- Monitored press hits and compiled weekly DMR press clipping reports to track coverage and support PR performance analysis

Negri Firman PR & Communication

08/2025 – 12/2025

Press Intern

New York, NY

- Drafted press pitches for 7 luxury accounts, assisted with press email visual layouts, and monitored send-out KPIs using Launchmetrics
- Conducted editor and writer research using Muck Rack, generated media lists of over 170 contacts, and clipped weekly media mentions into internal reports
- Benchmarked media coverage, impressions, and EMV for 3 key clients, achieving up to 12% growth in seasonal campaign performance
- Trafficked press loans by preparing shipments, managed sample database for NYFW events and showrooms

ALIENANT

02/2025 - 07/2025

Communication Intern

New York, NY

- Drafted press release for Project Runway S21 Premier Party, assisted in updating press kit and lookbooks
- Coordinated 40+ sample pulls and rentals through Flaunter, managed stylist and editor requests while supporting influencer seeding and gifting
- Monitored daily press coverage across print, digital, and social channels, compiling clipping reports in Google Sheets for weekly performance audits
- Organized the showroom sample closet and archived past season samples to enhance the accuracy of storage inventory

FREELANCE

Atelier New York

03/2025 - Present

E-commerce Styling Freelancer

New York, NY

- Assisted biweekly photoshoots for the official website, styling and preparing 150+ SKUs while coordinating photographers and models to maintain brand visual standards

Zero Waste Daniel

05/2025 – 08/2025

Social Media Freelancer

New York, NY

- Executed Instagram Reel production for the NYFW SS25 campaign, managing influencer seeding, visual styling, and video editing, with one reel reaching 705K+ views and 28.2K likes

HONORS & SKILLS

Honors: President of CSA, Academic Premier Group, Magna Cum Laude, Merit Scholarship Recipient

Skills: Microsoft Office (Excel), Adobe Suite (PS, ID, PR), JOOR, Shopify Analytics, Launchmetrics, Figma