

Jade Liu

jadeliu01@outlook.com | +1 (323)-717-5582 | [LinkedIn](#) | [Portfolio Website](#)

EDUCATION

Parsons School of Design (BBA)

08/2024 – 05/2026

Major: Strategic Design and Management

GPA: 3.78/4 (Academic Scholarship Honor)

EXPERIENCE

KCD Worldwide

05/2026 – Present

Media Relations Contractor

New York, NY

- Executed 50+ weekly editorial and VIP trafficking and secured 41 editorial placements for Alexander McQueen via Launchmetrics
- Created email pitches and managed media kits for Givenchy SS27 MRTW Ad Campaign, ensuring alignment with brand messaging
- Conducted industry research for Victoria's Secret trend pitches, and built media lists of 170+ editors and journalists to support future pitching
- Supported the senior team with product launches, photoshoots, and VIP logistics for special events
- Monitored daily media coverage and compiled 40+ weekly press clips for internal reporting

3.1 Phillip Lim

01/2026 – 05/2026

Public Relations Intern

New York, NY

- Managed 30+ weekly sample trafficking via Excel, coordinating pull requests and returns across stylists and editors to ensure timely turnaround
- Facilitated cross-functional sample requests via JOOR between PR, wholesale, and DTC teams for editorial shoots and trunk shows
- Managed global sample logistics via QuickTrack and FedEx, scheduling messengers and ensuring timely delivery for VIP requests
- Tracked press coverage and compiled weekly DMR reports to analyze media visibility and support performance insights

Negri Firman PR & Communication

08/2025 – 12/2025

Press Intern

New York, NY

- Drafted press pitches for 7 luxury accounts such as Maison Margiela Fragrance and Rick Owens, assisted with press email drafting, and monitored send-out KPIs using Launchmetrics
- Conducted editor and writer research using Muck Rack, generated media lists of over 500+ 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 logistics for NYFW events and showrooms

FREELANCE

Atelier New York

03/2025 – 04/2026

E-commerce Styling Freelancer

New York, NY

- Styled and prepared 450+ SKUs per shoot while coordinating photographers and models for biweekly e-commerce photoshoots to maintain 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, Cision, Lefty