

Jade Liu

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EDUCATION

Parsons School of Design (BBA) Major: Strategic Design and Management	08/2023 - Present GPA: 3.83/4 (Academic Scholarship Honor)
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PROFESSIONAL EXPERIENCES

ALIENANT <i>PR and Social Media Intern</i>	05/2025 – Present New York, NY
<ul style="list-style-type: none">Coordinated press communications for Project Runway S21, drafted press release, and updated the SS26 lookbook and seasonal press kit using Adobe SuiteOrganized media contact lists in Excel by researching magazines, newspapers, and stylists; secured coverage in publications such as <i>Dossier Magazine</i>Produced social media campaign photoshoots, including location scouting, product styling, on-set coordination, and visual layout planningEdited and scheduled weekly Instagram posts; wrote post captions and managed follower engagement via comments and direct messages	
Zero Waste Daniel <i>Merchandising and Marketing Intern</i>	01/2025 – 05/2025 New York, NY
<ul style="list-style-type: none">Managed official website by curating product images, correcting item names, prices, and stock availability to ensure a seamless shopping experienceBuilt NYFW “Flower Shop” campaign by assisting in marketing material development and floorplan designSupported Instagram reel production for new collection launches and celebrity collabs (e.g., Nymphia Wind x Ithaca Hummus); one reel reached 705K+ views and 28.2K likesCreated short advertising videos for Twitter Carousel using CapCut and submitted caption drafts for final reviewOrganize and keep track of garments, managed shipping logistics, and coordinated with external vendors	
ByteDance CN <i>Event Marketing Intern</i>	01/2024 - 10/2024 Beijing, CN
<ul style="list-style-type: none">Researched trending brand content on TikTok to support FW24 and SS25 fashion show planningContributed insights to pitch decks for partner brands including Nike, Li-Ning, ANTA, and KAPPADeveloped marketing outreach plans and collaborated with clients to create visual themes for runway, exhibition areas, and interactive showroomsAnalyze the latest trend movements in TikTok e-commerce fashion channels, create content for TikTok posts and draft social media layout	

OTHER EXPERIENCES

Atelier New York <i>E-commerce Styling</i>	03/2025 - Present New York, NY
<ul style="list-style-type: none">Assisted biweekly photoshoots for collection launches, modeled and featured on the official website, styled and prepped outfits and maintained brand visual standards across shoots	
World Of My Own <i>Fashion Production Team</i>	05/2025 – 08/2025 New York, NY
<ul style="list-style-type: none">Executed influencer photoshoots for the brand’s pop-up campaign, including location scouting, moodboard creation, visual styling, and editing final content for Instagram posts, captions, layouts	

HONORS & SKILLS

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

Clubs: President of CSA, Social Media Team of NRFSA Club, Marketing and Styling Team of Lexington Magazine

Skills: Microsoft Office (Excel), Adobe Suite (PS, ID, PR), Google Analytics, CapCut, Touch Designer, Tableau, Figma