

Jade Liu

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EDUCATION

Parsons School of Design (BBA)

08/2023 - Present

Major: Strategic Design and Management

GPA: 3.83/4 (Academic Scholarship Honor)

PROFESSIONAL EXPERIENCES

ALIENANT

05/2025 – Present

PR and Social Media Intern

New York, NY

- Coordinated press communications for Project Runway S21, drafted press release, and updated the SS26 lookbook and seasonal press kit using Adobe Suite
- Organized media contact lists in Excel by researching magazines, newspapers, and stylists; secured coverage in publications such as *Dossier Magazine*
- Produced social media campaign photoshoots, including location scouting, product styling, on-set coordination, and visual layout planning
- Edited and scheduled weekly Instagram posts; wrote post captions and managed follower engagement via comments and direct messages

Zero Waste Daniel

01/2025 – 05/2025

Merchandising and Marketing Intern

New York, NY

- Managed official website by curating product images, correcting item names, prices, and stock availability to ensure a seamless shopping experience
- Built NYFW “Flower Shop” campaign by assisting in marketing material development and floorplan design
- Supported 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 likes
- Created short advertising videos for Twitter Carousel using CapCut and submitted caption drafts for final review
- Organize and keep track of garments, managed shipping logistics, and coordinated with external vendors

ByteDance CN

01/2024 - 10/2024

Event Marketing Intern

Beijing, CN

- Researched trending brand content on TikTok to support FW24 and SS25 fashion show planning
- Contributed insights to pitch decks for partner brands including Nike, Li-Ning, ANTA, and KAPPA
- Developed marketing outreach plans and collaborated with clients to create visual themes for runway, exhibition areas, and interactive showrooms
- Analyze 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

03/2025 - Present

E-commerce Styling

New York, NY

- 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

05/2025 – 08/2025

Fashion Production Team

New York, NY

- 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