

# YANG WU

## FASHION MARKETING AND BRAND STRATEGY

---

### PROFILE

Fashion marketing and brand enthusiast combining creative insight with marketing strategy to connect brands and consumers through innovative, user-centered campaigns, skilled in trend analysis, visual storytelling, and audience engagement, with experience in both luxury brand and retail.

---

### EXPERIENCE

#### **Creative Instructor** Mindart Studio, Bay Area, USA (Present)

- Teach drawing, design, and craft classes for youth. Develop lessons and simplify visual concepts to capture attention.
- Strengthen creativity, communication, and visual storytelling.

#### **Project Assistant** Christian Dior Commercial, China (2022)

- Conducted research on brand design trends and identity positioning. Analyzed market data and competitive brands to support product planning. Assisted in product development and visual concept sketches based on fabric and style.

#### **Management Intern** UNIQLO, Ningbo, China (2021)

- Supported daily store operations and visual merchandising. Assisted customers and managed inventory for in-store and online orders.
- 

### PROJECT

#### **Brand Marketing Strategy & Market Positioning**

- Developed a comprehensive brand marketing strategy to define brand positioning, value proposition, and execute an integrated marketing plan across digital and promotional channels.
  - Designed a cohesive brand identity and marketing touchpoints, including logo, website, advertising, promotion, and direct marketing assets
- 

### ACTIVITIES

**Performer** Opening Ceremony, 14th National Games of the PRC

**Volunteer** Xian (Sunac) Marathon

### INFO

(510) 590-8427  
San Francisco, CA  
<https://yangwu.site>  
[yangwu2606@gmail.com](mailto:yangwu2606@gmail.com)

---

### EDUCATION

#### **Master of Art in Fashion Marketing**

Academy of Art University  
San Francisco (2026)

#### **Bachelor of Fine Arts in Fashion Design**

Xian Academy of Fine Arts,  
China

*Student Union, Repeat  
Scholarship Winner*

---

### KEY SKILLS

#### **Marketing**

Brand management, consumer research, industry trends, social media campaigns, digital marketing

#### **Technical Tools**

Photoshop, InDesign, Office, Illustrator, Google Suite, Canva, Fuyi CAD, Clo3D

#### **Interpersonal**

Detail oriented, problem solver, critical thinker, creative-minded, adaptable

#### **Languages**

English, Chinese