

Aijing Fang

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EDUCATION

King's College London London, United Kingdom

Bachelor of Arts; Culture, Media & Creative Industries

Sept 2021 – June 2025

- **Core Modules:** Media theories, public policies for creative industries, managing events and festivals, media production and filmmaking practice
- **Grade:** First Class Honours

WORK EXPERIENCE

Wieden Kennedy

Shanghai, China

An independently owned creative advertising agency

Jun 2024 – Aug 2024

Brand Management Intern

- **Campaign & Account Support:** Supported end-to-end campaign delivery for global brands including Hennessy XO / VSOP and Ford, coordinating creative development, production, and post-campaign reporting to ensure timely and high-quality delivery of 5 visual assets, each generating 1M+ engagements across key platforms
- **Client & Stakeholder Coordination:** Acted as a day-to-day liaison between clients, creatives, strategists, and producers; consolidated evolving client feedback into clear action points, timelines, and asset calendars without disrupting production schedules
- **Project Management:** Owned internal trackers, status recaps, and timelines across multiple deliverables, ensuring alignment across teams and smooth project delivery in a fast-paced agency environment
- **Market Research:** Conducted market and competitor analysis in an EV-dominated category to identify positioning opportunities for Ford ICE vehicles; contributed insights to evergreen content and strategy decks
- **Production Support:** Assisted on-site shoots, working closely with production teams to ensure outputs aligned with brand objectives, quality standards, and client expectations

Weber Shandwick

Shanghai, China

A 4A marketing communications firm under Interpublic Group

Oct 2023 – March 2024

Digital Marketing Intern

- **Campaign & Content Support:** Independently crafted 49 sets of copy for the social media accounts of LOUIS XIII brand (RED, Weibo and Douyin), supporting product launches, events, seasonal celebrations, and influencer campaigns in line with creative briefs, with 28.63% growth in total engagement and approx. 45,000 more followers across all platforms
- **Reporting & Performance Tracking:** Produced 18 weekly and 5 monthly client-ready reports, tracking campaign performance data (impressions, engagement, and viewership); synthesised data into insights and recommendations for future content optimisation
- **Competitive & Landscape Analysis:** Conducted competitor and market research on luxury brand activations and pop-ups, summarising learnings to inform campaign planning and creative direction

Ezen Gallery

London, United Kingdom

A Japanese gallery that produces high-quality greeting cards and art prints

May – Aug 2023

Digital Marketing Intern

- **Content & Channel Management:** Managed Instagram account @ezenjapan by planning and producing daily posts on Japanese ukiyo-e art, including caption writing, image and video editing, delivering 500+ new followers in one month and 3,000+ organic engagements on the top-performing post
- **Client Communication & Account Support:** Handled B2C and B2B enquiries, supporting smooth day-to-day client communication and order management
- **Partnership & Outreach Support:** Initiated outreach to potential partners including boutique retailers and cultural institutions, contributing to successful collaborations with The British Museum and Kew Gardens

EXTRACURRICULAR ACTIVITIES

- **Nominee for King's College London Film Festival.** Made an individual film titled 'Nostalgia', including scriptwriting, storyboarding, filming, editing and colour grading in post-production. It was selected to be screened in the November 2022 King's College London Film Festival, and also June 2023 King's College London Film Department end-of-year showcase
- **Event Coordination Assistant at King's College London.** Planned and supported the delivery of 3 orientation events for over 200 pre-sessional students
- **Volunteer leader for the Conversation Club of King's College Language Centre.** Designed and facilitated English conversation workshops for small groups of international students to encourage spoken fluency and intercultural exchange

SKILLS & INTERESTS

Languages: English, Mandarin

Technical Skills: Microsoft / Adobe Suite; Google Workspace; Google Analytics 4; DaVinci Resolve; Final Cut; Canva

Certifications & Training: Google Analytics 4 Essential Training; Fundamentals of Digital Marketing by Google Digital Garage