

Fengwei Dai

Savannah • viviff@163.com • +1 (912) 844-9964 • LinkedIn • Portfolio

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN
Master of Art, Luxury and Brand Management

Savannah, GA
EXPECTED GRADUATION: June 2024

SAVANNAH COLLEGE OF ART AND DESIGN
Master of Art, Interactive Design

Savannah, GA
EXPECTED GRADUATION: June 2024

NANJING NORMAL UNIVERSITY
Bachelor of Fine Art, Major in Fine Art; Minor in Art History

CHINA
2015-201

PROFESSIONAL EXPERIENCE

EDI LINGFENG.Z
Brand Coordinator

Shanghai, China
JAN 2020-Apr 2020

- Efficiently managed the borrowing and return process of sample garments, ensuring accurate cataloging for easy accessibility.
- Contributed to model styling and catalog management, blending creativity with practical considerations for impactful presentations.
- Collaborated closely with various functional departments, fostering open communication and coordination for the successful execution of the fashion show.
- Coordinated model lineup, timings, and ensure models are dressed and ready for their turns in the fashion show backstage.

NANJING NORMAL UNIVERSITY
Public Relations Officer

Nanjing, China
Nov 2015-Jan 2019

- Led and worked with a 6 people team in conceptualizing, designing, and executing public campaigns for seasonal university events.
- Managed diverse communication channels to address public concerns, explain policies, and maintain positive public relations.
- Conducted in-depth research on media trends, strategically positioning upcoming events to actively participate in social conversations and increase online engagement.
- Led interviews and authored compelling press releases, showcasing the university's achievements and initiatives on social media platforms.

SKILLS

- Industry: Marketing, Merchandising, Communication, Omnichannel Operation, Brand Development
- Technical Skills: Excel, Word, Powerpoint, Photoshop, Indesign, After Effects, Figma, Java, Html

CERTIFICATE

- LinkedIn Excel Essential Training
- The George Washington University Center for Excellence in Public Leadership