

PEISHAN CHEN

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Education

- 2023-07 ~ 2024-12** **QS14 University of Melbourne** **Master of Marketing Communications**
Compulsory subjects: Marketing Metrics, Consulting Fundamentals, Business and Professional Communications, Leading for Strategic Advantage, Customer Experience Management, Advanced Industry Practice - Advertising, etc.
- 2019-09 ~ 2023-06** **BNU-HKBU United International College** **Bachelor of Public Relations&Advertising**
Compulsory subjects: Integrated Marketing Communications, Consumer Behaviour, Public Relations Writing, Branding in Advertising, Media and Event Planning, Crisis Management and Risk Communication, etc.
Honors: GPA 3.6/4.0, First Class Honors Degree, President's Honor Roll, Second Class Scholarship for two consecutive years, etc.

Internship

- 2022-12 ~ 2023-04** **Burson Cohn & Wolfe** **PR Intern, Brand Marketing Team**
Clients: Siemens (Home Appliances) and Watsons (New Retail)
- Press Releases Drafting:** Independently crafted Siemens press releases, orchestrating monthly editorial agendas and initial client liaisons, adept in the ROCK methodology for thematic press issuance, culminating in 14 releases across product launches, brand narratives, sustainability, customer service, collaborative marketing, and design trends.
 - Crisis Management:** Engaged in Watsons incident, conducting half-hourly real-time monitoring of trending issues and summarizing public sentiment to provide strategic response insights, forecasting potential negative angles for upcoming financial reports, and collaborating with key media outlets to craft and disseminate positive narratives.
 - Daily execution:** Managed daily sentiment analysis and press release support for Watsons, delivering insightful monthly analytics; contributed to the 2023 PR strategy for luxury real estate developer Lodha UK, enhancing brand visibility and media engagement.
- 2022-06 ~ 2022-09** **Ruder Finn** **PR Intern, Corporate Communications Team**
Clients: LEGOLAND (Resort), Mars Wrigley (CSR), and Tencent AMS (Tech)
- Planning Campaigns:** Authored the 2022 China Media Trends Report for LEGOLAND UK and the 2022 data privacy communication plan for Tencent AMS; assisted in developing an integrated marketing strategy for fashion brand Bananain; contributed to self-media strategies for high-tech enterprise Huashengchang, branding for UK property developer Mount Anvil.
 - Social Media Management:** Headed the operation of Mars Wrigley's and LEGOLAND Resort's official WeChat accounts, leveraging trending topics for content creation with a strong grasp of social media-focused copywriting, resulting in five original posts with an average readership exceeding 2000.
 - Report Generation:** Investigated industry trends and competitive landscapes, leading to a comprehensive competitive analysis for KEF speakers; explored consumer behaviors and market trends to support strategic market insights for Tencent AMS's "Pangu Project" and Mars Wrigley's "Sugar Reduction Campaign".
 - Routine Translation:** Succeeded in translating the IEEE press releases and the user manual for Shenzhen K11.
- 2021-06 ~ 2021-09** **Ruder Finn** **PR Intern, Lifestyle Team**
Clients: Bananain (Fashion Brand), Midea Smart Home (AIoT), and K11 (Art Exhibition)
- Media Relations Management:** Tightly integrated multi-channel resources, focusing on emerging media platforms like RED, TikTok, and Bilibili, employing data-driven strategies to identify influencers aligned with client objectives, distilled over 500 premium KOLs, significantly enhancing the company's media resource database.
 - Event Planning:** Organized the dual opening ceremony of the Guangzhou K11 exhibition, overseeing preliminary outreach, logistical readiness, and on-site guidance for over 70 media entities; meticulously tracked event metrics, independently organized media placements post-event, and contributed to the final project debriefing.
 - Relationship management:** Conducted in-depth 1-on-1 interviews with Bananain CEO for "Landing Plan" Campaign, precisely identifying strategic communication objectives and event highlights, leading to the tailored creation of press releases.

Project

- 2023-10 ~ 2023-12** **MEA Digital Industry Project** **Research Analyst & Team Leader**
Directed strategic consulting for Australian cybersecurity firm Siometrix's social media approach, executing a competitive SWOT analysis to craft a refined social media optimization blueprint; facilitated the diversification of media platform engagement strategies beyond Facebook, achieving unanimous endorsement from senior leadership.

Awards

- Excellent Award** at the Advertising Art Festival of Chinese College Students, August 2022
Excellent Award at the Advertising Art Festival of Chinese College Students, August 2021

Skills

- Languages:** English (IELTS 6.5/PTE 77/CET6, Professional working proficiency), Cantonese (Native Language)
Professional Skills: Proficient in Canva (Poster Design), CapCut (Video Editing), Canon (Product and Portrait photography)