

LUO CHEN

London (from Sep 2026) · +44 7990 975204 · lune2003066@gmail.com · linkedin.com/in/luo-chen-a730a038a

Growth & performance marketer specialising in creator-led acquisition and paid-content optimisation. Hands-on experience running end-to-end KOC/influencer campaigns for a DTC skincare brand, from creator sourcing and organic testing to paid amplification and performance review. Bilingual in English and Mandarin, combining short-form content experience with GA4, SQL and Excel analysis to inform channel, content and budget decisions.

EXPERIENCE

KEY IN

Growth & Performance Intern · DTC Skincare Brand

Shanghai, China

Mar – Jul 2025

- Owned end-to-end KOC/influencer campaigns for a promotional skincare SKU, from creator sourcing and audience-fit assessment to briefing, content review, link setup and performance tracking, delivering 40+ published creator collaborations.
- Screened creators based on recent sales performance, skincare-content relevance and audience fit; tested organic traction before recommending paid amplification based on live content and sales performance, iterating 20+ campaigns weekly.
- Diagnosed ad-review failures and coordinated with operations, design and creators to revise product-link content and unblock paid delivery; translated performance patterns into actionable content recommendations for subsequent creator output.
- Built a performance dashboard linking creator and channel metrics to sales outcomes, supporting ROI tracking, campaign review and data-led budget allocation.

Kering Eyewear

Assistant Key Account Manager Intern

Shanghai, China

Nov 2022 – Apr 2023

- Built the data case for a previously rejected Cartier counter application, analysing mall positioning, location, footfall and fit-out for the second submission; findings supported the team's decision to approve the counter.
- Conducted market and catchment research for new distributor openings, synthesising mall footprint, customer demographics, positioning and commercial performance to support brand-allocation decisions across luxury eyewear labels.
- Tracked SKU-level sales and replenishment needs across distributor accounts, supporting inventory decisions and year-end clearance planning for slower-moving products.

LEADERSHIP & PROJECTS

Head of PR Department, Red Cross Society · Tianjin Foreign Studies University

2022 – 2023

- Led a 20+ member team delivering public-health awareness initiatives including screenings, campus talks, competitions and on-site activations, with major events reaching 200–400 attendees; coordinated collateral, external resources and cross-campus delivery.
- Pivoted a major awareness event online at short notice following a venue conflict, implementing digital check-in/out tracking to maintain attendance records and keep delivery on schedule.

Generative AI & Brand Perception — Independent Research

- Designed an independent consumer study on how AI-generated marketing content influences brand perception, collecting 100+ survey responses and conducting a four-person focus group across different consumer profiles.
- Found that consumer acceptance of AI-generated content varied with a brand's core value proposition, with lower acceptance where artistic design or collaboration formed a central part of perceived product value.

EDUCATION

University of Glasgow | Glasgow, UK | MSc Management with Marketing | Expected Sep 2026

Relevant modules: Marketing & Management Analytics; Digital Marketing Strategy; Strategic Management

Tianjin Foreign Studies University | Tianjin, China | BA Digital Media Art | Sep 2021 – Jun 2025

86/100 (First-Class Honours equivalent) · Principal's Scholarship (2023, 2024)

CORE CAPABILITIES

Growth & Performance: Creator/KOC sourcing & management; organic-to-paid amplification; campaign & funnel optimisation; ROI tracking; budget allocation; short-form video production (shooting & editing).

Data & Tools: GA4; SQL (SELECT / JOIN / GROUP BY, Coursera capstone); advanced Excel; dashboards & KPI reporting; SPSS.

Languages: Mandarin (native); English (fluent, C1).