

# Yi Lun Ting

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## EDUCATION BACKGROUND

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**University of the Arts London – London College of Communication**

**England, UK**

*BA (Hons) Public Relations*

*09.2023-Present*

- **Core courses:** Communication Research Methods, Media, Communications and Culture, Media Strategy: Messaging and Influencing, Creative Foundations, Platforms and Social Media, Professional Skills: Influencer Marketing Communications
- **Research Project:** *Platform Logics and Fashion Visibility on TikTok and Rednote:* mixed-methods study comparing how both platforms present the same fashion/beauty content and shape creators' perceived "platform personalities"

## WORK EXPERIENCE

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**Shanghai Film and Television Co., Ltd.**

**Shanghai, China**

*Media & PR Intern*

*08.2025-09.2025*

- Supported the launch of a short drama by drafting press releases and social media posts and coordinating with media partners; coverage included three press mentions and one industry blog feature.
- Monitored sentiment dashboards and comment threads on Douyin and WeChat, turning them into weekly summaries and simple story angles for the production team and journalists.
- Helped compile weekly reports that combined tags, basic viewing metrics and selected quotes, making it easier for the team to see how mixed audience reactions were being flattened once they became numbers.
- Flagged cases where sentiment tags did not fully match the nuance in comments and suggested including extra examples, so that discussions of "success" paid attention to what people were actually saying.

**L'Oréal China**

**Shanghai, China**

*Digital Marketing & Ads Intern*

*05.2025-08.2025*

- Joined the Kiehl's digital team, helping to build audience personas with tools such as Sprinklr and ModiFace and using them to plan targeting and creatives for a new product launch.
- Contributed to a campaign that reached over 500K impressions with a click-through rate of about 1.8%, tracking how changes to images and wording affected results for different groups of users.
- Added short notes from customer comments alongside performance figures in internal reports so that discussions about "successful" campaigns took into account both platform metrics and what people actually said about their routines and worries.
- Compared campaigns labelled "very successful" with those that under-performed, noting where high numbers did not fully match the tone of comments and raising these points in team catch-ups.

**Shanghai Hongyun Fashion Co., Ltd.**

**Shanghai, China**

*Fashion Marketing & Community Intern*

*06.2024-09.2024*

- Planned and scheduled seasonal campaigns for a women's clothing brand on WeChat and Rednote, including copy, image selection and layout, and tested combinations of images, captions and tones to see which posts were more likely to be recommended and saved by users.
- Suggested small changes to content themes and models so that campaigns could widen the kinds of women and everyday lives being shown, treating fashion entrepreneurship as a chance to tell broader stories.
- Kept simple trackers linking post performance (saves, comments) with basic sales figures and feedback, helping the team see where content that made followers feel recognised did or did not translate into immediate purchases.

## ADDITIONAL INFORMATION

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**Languages:** Native Mandarin, Bilingual English

**Technical Skills:** Google Analytics, Google Ads, Meta Business Suite (Facebook/Instagram Ads), WeChat & Xiaohongshu analytics, Hootsuite, Mailchimp, Canva, Adobe Photoshop & Illustrator

**Interests:** Fashion, Creative industries, Film & culture, Writing, Design, Social innovation and sustainable consumption