

Carol (Ruohan) Hao

London, UK

PROFESSIONAL EXPERIENCE

Vogue China

Beijing, China

Senior Fashion Editor Assistant, Stylist

January 2021 – September 2022

- Creative directed fashion campaigns in collaboration with editors, artists, sales, and business clients to deliver fashion campaigns, and styled celebrities in these campaign shootings, including Prada 2022 Spring/Summer Show, Balenciaga Haute Couture x Vogue Salon, three seasons of Lincoln Corsair fashion live-streaming show, Fresh Creme Ancienne White Truffle Mask 2022 promoting campaign, etc.;
- Initiated and developed the "Challenge V Limits" makeover program, managed and curated content for its two official social media accounts, while taking charge of styling, script writing, directing, communicating among artists, producing team, and models for shooting;
- Published 17 fashion feature articles on Vogue China's WeChat account, reaching 30k+ viewers per article, 500k+ viewers in total, features including Chanel 2021-2022 Haute Couture, Balenciaga Haute Couture, Gaetano Pesce exhibition, etc.;
- Interviewed 20+ top artists in the fields and published 30+ press releases;
- Published 5 fashion feature editorial articles in the magazine of Vogue China.

DESTREE

Hybrid

Social Media Operator

April 2022 – September 2022

- Devised effective social media strategies tailored for the Chinese market considering the products, target audiences, and campaign assets;
- Curated daily content for 2 official accounts on Weibo and Red (China social media platforms), resulting in a remarkable growth in followers, reaching 20.2k from initial inception, and a substantial increase in interaction, reaching 11.6k in 5 months;
- Conducted regular data analysis, enabling agile strategy adjustments, and providing comprehensive reports to the Destree Paris headquarter.

Weland International

Beijing, China

Model United Nations Academic Facilitator

August 2018 – September 2022

- Planned and hosted a series of China Model United Nations conferences as core team member, including 10 national conferences (400 delegates) and 1 international conference (1000+ delegates annually);
- Designed and conducted MUN curriculum, such as International Relations, Game Theory, and Negotiating Skills, for over 800 students from China's leading senior high schools with a cumulative teaching time of 2000 hours;
- Collaborated with overseas partners (7 top American universities, 1 leading Canadian university, and the World Federation of United Nations Association) to create, prepare, and deliver the workshops to students;
- Coached 300+ students to understand conference rules and improve public speaking techniques and formal writing skills; guided 10 students to achieve the highest award, 'Best Delegate', and 50+ students to achieve other honors.

EDUCATION

University of the Arts London, London College of Fashion

London, UK

MA Fashion Media and Communication

September 2022 – Now

Jilin University of Finance and Economics

Changchun, China

BSc of International Economics and Trade

September 2018 – June 2022

GPA: 4.5 /5.0

New York University

New York, US

Research Project: Fashion, Style, and Power

April 2020 – August 2020

Hong Kong University

Hongkong, China

Summer Program: Live, learn in Asia

June 2019 – August 2019

THESIS

The Influence of Small One-size Clothes on the Female - With Brandy Melville as an Example

First Author

- Accepted by the 2021 4th International Conference on Humanities Education and Social Sciences (ICHESS 2021)
- Published on Advances in Social Science, Education and Humanities Research (Online ISSN: 2352-5398)

SKILL

Tech Skills: Unreal Engine, Cinema 4D, Motion Capture, Photogrammetry, Blender, Spark AR, Lens Studio, Metashape, Motion Builder, Creative AI Tools, Adobe 3D Substance, After Effects, Premiere Pro, InDesign, Photoshop