



Tsui Li Hsu

Luxury Marketing Specialist

Paris, France

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Languages

French (Fluent)

English (Fluent)

Mandarin (Native)

Korean (Basic)

Japanese (Basic)

About

As a stagiaire at Les Sources, a luxury hospitality group, I apply my digital marketing and social media skills to create and manage online content, optimize websites, conduct competitive analysis, and assist in press relations and events. I collaborate with the Chef de Projet Digital and the Responsable Presse to respond to customer inquiries, update reference sites, and organize press trips. I also create brochures and flyers for seasonal promotions and events.

I am currently pursuing a double degree in MSc Luxury Marketing in Sustainable World and Master in Management at Montpellier Business School, where I learn about the trends, challenges, and opportunities of the luxury industry in a global and ethical context. I have a bachelor's degree in French from Tamkang University in Taiwan, where I also participated in a language exchange program at the University of Franche-Comté in France. I am fluent in Mandarin, English, French, and Korean.

Some of my other competencies and interests include graphic design, photography, video editing, singing, cooking, and sports. I am passionate about exploring new cultures, cuisines, and experiences, and I aspire to work in the luxury sector as a marketing professional.

BRANDS WORKED WITH

Les Sources

Divento

CHUNGHWA YUMING HEALTHCARE CO., LTD.

HABIBI Macaron

Experience



Stagiaire

Les Sources | Sep 2023 - Feb 2024

Marketing digital:

- Site internet
- Découverte de l'univers Wordpress
- Mettre à jour et optimiser les sites internet du groupe
- Veille concurrentielle Réseaux sociaux & e-reputation
- Gérer les réseaux sociaux du groupe en collaboration avec la Chef de Projet Digital
- Répondre quotidiennement aux demandes
- Mettre à jour les sites de référencement gratuits (TripAdvisor...) Relations presse
- Mettre à jour les outils : dossier de presse, banque d'image, etc.
- Suivre les parutions presse
- Assister la Responsable dans l'organisation de Voyages Presse
- Répondre aux demandes presse en collaboration avec l'attachée de presse externe Édition
- Créer des brochures commerciales en fonction des événements du marronnier (Pâques, Noël, Toussaint, Saint-Valentin, etc.)
- Mettre à jour les supports de communication
- Faire le suivi de fabrication



Digital Marketing Intern

Divento | Mar 2022 - Aug 2022

- Plan and conduct social marketing strategy for Chinese market
- "Xiaohongshu" account management
- Set up new destination - Montpellier for Divento
- Improve UI/UX for Paris City Guide application

Social Media & Business Development Assistant

CHUNGHWA YUMING HEALTHCARE CO., LTD. | Sep 2020 - Jul 2021

- Managed social media account for various brands and create digital marketing campaigns respectively

- Organised brands launching events
- Business research for pharmaceutical collaborations

- **Sales Staff**

HABIBI Macaron | Oct 2018 - Feb 2019

- Introduced products to customers including the ingredients and flavors
- Checked and replaced inventory
- Manufactured the packaging
- Calculated daily sales figure

Education & Training

2023 - 2024

- **Montpellier Business School**

MSc Luxury Marketing in Sustainable World,

2021 - 2023

- **Montpellier Business School**

Master in Management,

2017 - 2018

- **Centre de linguistique appliquée (CLA) - University De Franche-Comté**

Language Exchange Student,

2015 - 2019

- **Tamkang University**

Licence,