



Harper Silin

Fashion E-Marketing/PR/Social Media/E-commerce live-streaming/B2B Project/Fashion Week/Showroom/Buyer/Textile Designer/Influencer

Wembley, UK

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About

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BRANDS WORKED WITH

- ÉLEQUE (Fashion Jewelry)
- GB-DAVID (Fashion Handmade Bag)
- OROARZZO (Jewelry)
- Retro Chic (Fashion Jewelry)
- Twippo Communication & Fashion Media
- University of the Arts London

Experience



- social media**
 University of the Arts London | Oct 2023 - Sep 2024
- PR & E-marketing Manager & B2B Fashion Project Operator**
 Retro Chic (Fashion Jewelry) | May 2020 - Jul 2022
 Responsibilities:
 Selecting qualified social media influencers and celebrities for brand cooperation;
 Editing and managing the social media accounts on different platforms (i.e. Weibo, the Red, TikTok, Kuaishou, and WeChat);
 Planning and/or hosting social media live-stream broadcasts.
 Achievements:
 The brand accounts I managed on different social media platforms have gained 30,000 followers;
 I seeded almost 300 social media influencers and 100 celebrities and saved the company huge endorsement costs;
 The live-streaming online shops I managed usually outperformed the target, with approximately £140,000 being the best score ;
 I know how to do seeding with such well-known magazines as the Times, Harper's Bazaar, GQ, ELLE, COSMO, Trendmo, and Vogue; and seeding with 100 famous celebrities such as Dilireba (.
 For the 2021 Shanghai Fashion Show project, I managed the team and the showrooms and got a number of significant distribution orders (approx. £80,000) signed on;
 I successfully managed some co-branding campaigns, such as Retro Chic x Shenzhen InterContinental Hotel(hotel campaign), and Retro Chic x Anna Yao (celebrity campaign).

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- PR & Promotion**
 Twippo Communication & Fashion Media | Jun 2018 - Sep 2019
 Responsibilities:
 Managing the market communications for the fashion shows;
 Working on connections with media, photographers, and magazines;
 Participating in fashion shows and managing follow-up communication with distributors and clients;
 Achievements:
 The marketing promotions I operated finally got the brand awarded

The Best Street Style At London Fashion Week, which was published in different media and magazines.

- **Assistant Buyer**

OROARZZO (Jewelry) | May 2017 - May 2017

- **PR & E-marketing & B2B Fashion Project Operator**

GB-DAVID (Fashion Handmade Bag) | Feb 2017 - Jun 2018

Responsibilities:

Selecting the brand endorsers, fashion buyers, stylists, and magazines, and communicating with them;
Designing the promotional campaigns mostly on social media platforms;

Achievements:

I helped the brand retain 20,000 followers on the Weibo account;
I managed to get in contact with influencers and celebrities, and maintained around 58 of them;
I gained valuable experience and knowledge from assisting in the organization of the showrooms at Shanghai Fashion Week;
I achieved a sales turnover of approx. £28,000 by collaborating with eight online boutique stores.

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- **Assistant Buyer**

ÉLEQUE (Fashion Jewelry) | Apr 2016 - Sep 2017

Responsibilities:

Selecting suitable jewelry items and placing buying orders;
Collecting sales data and customer feedback;
Studying the market trends.

Achievement:

I enjoyed valuable experiences involving jewelry products and customer communications.
Participated in Italy Jewelry Exhibition - OROARZZO

Education & Training

- 2023 - 2024 ● **University of the Arts London, London College of Fashion**
Master of Arts - MA, Fashion Entrepreneurship and Innovation
- 2022 - 2023 ● **University of Westminster**
Master of Arts - MA, Fashion Business Management
- 2017 - 2019 ● **University of the Arts London, Chelsea College of Arts**
Bachelor of Arts - BA, Textile Design
- 2013 - 2015 ● **University of the Arts London, London College of Fashion**
Foundation Degree in Arts, Fashion Textile Design