Veronica Wang 王翀芸 *Wáng Chōngyún*

PR, SOCIAL, AND EVENTS · AUSTIN, TEXAS

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FULL-TIME ROLES AND FREELANCE PROJECTS

I was an editor at Hurun Report, then moved into PR and events for H. Moser & Cie. and A. Lange & Söhne. In 2026 I ran social media for Japan and Korea at DJI Agriculture.

01 EDUCATION

London College of Fashion

BACHELOR OF ARTS

University of the Arts London has ranked second in the world for art and design every year since 2019 (QS).

02 PLATFORMS AND SKILLS

GLOBAL	Instagram · Facebook · TikTok · YouTube
CHINA	WeChat · WeChat Channels · Weibo · Xiaohongshu · Douyin · Bilibili
SKILLS	Media relations · Press releases · Creator programs Run of show · Paid social · Coverage reports
LANGUAGES	English, fluent · Chinese, native

03 EXPERIENCE

2026

DJI Agriculture *Country Manager, Japan & Korea*

I launched and ran the social accounts for both markets on Instagram, Facebook, TikTok, and YouTube.

- Published about 670 posts in the first full quarter, April to June 2026.
- The quarter drew more than 27 million video views, most of them through paid promotion.

2026
SHANGHAI

TEMPUR *Media relations, freelance*

I ran media relations for the Shanghai store opening, from invitations and interviews to coverage.

- Invited the partner media and received them at the opening.
- Matched each interview request to a spokesperson and a time.

2023 – 2026
SHANGHAI

H. Moser & Cie. · A. Lange & Söhne *PR & events, Poem Communications*

I worked on press and events for both watchmakers. The 16 campaigns included two Formula 1 race weekends and four boutique openings.

- Day-to-day media relations: releases, invitations, interviews, and a monthly PR report.
- Sixteen campaigns from 2024 to 2026, with 4,110 pieces of coverage counted in their reports.

2022 – 2023
SHANGHAI

Hurun Report *Editor*

Hurun Report ranks China's richest people. As an editor there I interviewed executives and artists, including Jean-Christophe Babin, then CEO of Bulgari, edited two WeChat accounts, and wrote the hosts' scripts for four events.

- Helped edit and proofread the print magazine.

2020
SHANGHAI

Christian Louboutin *Social media, Farfetch*

As an intern, I planned and wrote the brand's WeChat and Weibo posts and reported on their performance.

- Planned content and topics around new collections, launches, and campaigns.
- Wrote, edited, and published in the brand's voice on WeChat and Weibo.

04 SELECTED WORK

01 2025 – 2026

Formula 1 × H. Moser & Cie.

H. MOSER & CIE.

105
GUESTS HOSTED OVER TWO WEEKENDS

02 2026

Launching DJI's social media presence in Korea and Japan

DJI AGRICULTURE

27M+
VIDEO VIEWS IN THREE MONTHS, PAID AND ORGANIC

03 2024

A. Lange & Söhne at Watches and Wonders Shanghai

A. LANGE & SÖHNE

713
PIECES OF COVERAGE IN 11 DAYS

04 2022 – 2023

Executive interviews at Hurun Report

HURUN REPORT