

YUE HAN

Marketing & Brand Planning

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PROFILE

Brand and content marketer with a Master's in Graphic Design from the University of Leeds. Planned content and video scripts for a 1.55M-follower food account, helped launch its storefront, and organised bar events (largest: 200+ guests).

EXPERIENCE

Yanbian Hengxin, *Brand Content Planning & Account Operations* Jun 2025 – Sep 2026

Food-content account on Douyin: 1.55M followers, ~448K active in the past 30 days. Remote part-time from Sep 2025.

- Built the account's content identity around garden-grown ingredients and Yanbian ethnic culture, with traditional clothing as the visual signature and a garden-to-table cooking story.
- Planned topics and wrote video scripts that follow each dish from harvest and preparation to cooking and the finished plate. Average Likes: 35K per post, Engaged Followers (Last 30 Days): 448K
- From Aug 2026, helped launch the account's food-product storefront, planned shoppable videos and supported livestream sales. Followers: 8,029, Purchasers: 4,431

NAIF Bar, *Brand Marketing & Event Planning*

Oct 2024 – Jun 2025

Cocktail bar, Chengdu

- Built the bar's identity around rap, Western pop and party culture, based on its audience and the local music scene. Weekend nights averaged 110+ guests.
- Planned themed events and promoted them on social media and on-site: a May Day Afro party (200+ guests), a Halloween party (100+ guests) and a Valentine's Day promotion that brought in 30 new customers.
- Planned events around pop-culture trends such as Travis Scott, and partnered with party organisers 818 and Jump Out to share audiences and venue resources.

PROJECTS

juisyyjuisy, *Brand Design for a Start-up*

Apr 2025 – May 2025

Founded in 2025; locations across China, 3,000+ social media followers, exhibitions and sales events in Shanghai.

- Defined the brand's tone and visual style based on current trends and aesthetics. Managed visual marketing, including poster and packaging design

JANE Restaurant, *Brand Character & Food Truck Design*

Mar 2023 – Aug 2023

- Analysed target audiences and competitors to give the brand a younger positioning and tone.
- Created a brand character with its personality and applications, and designed a food truck as a point of sale, exposure and photo sharing; supported implementation.

EDUCATION

University of Leeds, *Master's Degree, Graphic Design (QS World Rank #77)*

Sep 2023 – Sep 2024

- Trained in competitor analysis, customer journey mapping and consumer insight, applied to brand visuals, posters and packaging.
- Master's project: hotel-booking app concept for Chinese travellers abroad, from user pain points to product design.

Wuhan University of Science and Technology, *Bachelor's Degree, Product Design*

Sep 2017 – Jun 2021

SKILLS

Content & social: Topic planning, video scripting, trend research, shoppable video, livestream support, event planning. Platforms: Douyin, Xiaohongshu, Douban.

Brand & design: Brand positioning, competitor analysis, selling-point development; graphic, packaging and e-commerce visual design. Tools: Photoshop, Illustrator, Midjourney, Canva, figma

AI: Generative AI for concepts, visuals and content production (Minimaxmode Chatgpt Gemini Grok Claude).

Languages: Mandarin (native); English (working proficiency, IELTS 6.5).