# 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<br>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