



# Kaichen Lin

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## PROFILE

Kaichen is a creative thinker and maker with a strong background in advertising and design, currently pursuing a Master's degree as an international scholarship recipient. With experience in marketing, PR, social media, e-commerce and fashion at L'Oréal, Skechers, and various designer brands, he excels at blending strategic vision with artistic innovation. As a national marketing competition champion, he demonstrates leadership and talent for creative marketing. Fluent in Mandarin (native) and English (IELTS 8.0/9.0), Kaichen combines excellent communication skills with expertise in Adobe Suite, Microsoft Office, and design tools.

## KEY SKILLS

**Language:** Mandarin (native), English (advanced, IELTS 8.0 with full marks in Reading and Listening, C1 level)

**Interpersonal:** Excellent communicator, creative, proactive, collaborative, organized and leadership skills.

**Systems:** Adobe Suite, Microsoft Office, and design tools such as Blender, CLO 3D, CAD and more.

## EDUCATION

**London College of Fashion (LCF), University of Arts London (UAL)**

**Sep. 2024 - Present**

Program: Master of Arts in Costume Design for Performance (winner of UAL International Scholarships)

Score: Full A pass in the first semester

**South China University of Technology (one of Top 985 program Universities in China)**

**Sep. 2020 - Jul. 2024**

Program: Bachelor of Arts in Advertising, with a minor in Industrial Design

Score: Average 90.54%, GPA 3.92 (ranking 1st out of 142 in the college)

## EXPERIENCE

**Planner, Team Paris L'Oréal, CPD-LID**

**Apr. 2024 - Jun. 2024**

**L'Oréal, Guangzhou, China**

- Extracted core benefits from marketing briefs, planned the e-commerce pages of the brand Paris L'Oréal, and updated the visual display to increase CPA based on data.
- Developed brand-new SOPs for e-commerce planning to standardize working process and boost efficiency.
- Cooperated with the design department and established annual promotion timelines and visual planning.
- Contributed to the setup and pilot operation of L'Oréal Paris's automated design system.

**Fashion Designer Assistant**

**Jun. 2023 - Dec. 2023**

**Xiamen Jisitang Cultural Industry Co., Ltd., Xiamen, China**

- Focused on draping, patternmaking and designing for the brand 2024SS womenswear's collection.
- Designed and sourced fabrics and accessories, and styled models in lookbook shootings and runways.

**Content Operator in E-commerce**

**Mar. 2023 - May 2023**

**Skechers, Guangzhou Skechers Commercial Co., Ltd., Guangzhou, China**

- Involved in KOC and KOL project operation in platforms like TikTok, took over more than 10 SPU projects.
- Minimum project CPE 0.14, converted over 50,000 online shopping searches, with 3.4 average UV cost.
- Expanded resources in production, logistics and media in the fashion industry.

**Public Relations and Branding Intern****Oct. 2021 - Dec. 2022****NAOMIHOO (Guangzhou) Clothing Co., Ltd., Guangzhou, China**

- Worked on relationship building between the brand and VICs, media, artists, other brands.
- Focused on CRM of show guests, show styling, model management in Shenzhen Fashion Week 2022AW.
- Assisted designers in apparel design, fashion photography, shop windows design and so on.
- Exposed to the whole process of fashion industry, from product design, production to sales.
- Accumulated resources in the fashion industry such as celebrities, medias, artists and KOLs and KOCs.

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**PROFESSIONAL COMPETITIONS****The 14th National Advertising Art Design Competition for College Students****Jun. 2022 - Sep. 2022**

- Won the awards of National First Prize with the highest score, The Best Performing Team and Special Award of Regenex Corporation, making it the first team in the competition's history to sweep all awards.
- Formulated a marketing plan for Regenex Corporation and updated the brand design with a new IP image.
- Took charge of the brand visual design, IP image design and marketing campaign design.

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**EXTRA - CURRICULAR ACTIVITIES****President, Press Club, Student Union, South China University of Technology****Sep. 2021 - Jun. 2022**

- Running the college's official social media account and increased the account's engagement rate.
- Engaged in conducting interviews, filming, editing for the college's promotion.

**The 10th Dream Mentor****Jun. 2022**

- Shot public welfare teaching courses for primary school students in mountainous areas in China.

**Volunteer, International College Students' Internet+ Innovation & Entrepreneurship Competition****Nov. 2021**

- Provided Chinese-English simultaneous interpreting.

**Public Relations Officer, Student Union, South China University of Technology****Sep. 2020 – Jun. 2021**

- Sought and managed the cooperation between the school and external organizations.

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**INTERESTS**

Communication, Branding, Marketing, Social Media, Public Relationships, Fashion, Costume, Art and Design

