

RIA SUO

Yiran Suo | Marketing Communications Student
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PROFILE

Marketing Communications student and content creator with hands-on experience building brand presence across premium retail, lifestyle, and tech. Known for pairing creative instinct with strategic thinking, with a track record of producing social content that consistently outperforms peer benchmarks. Seeking a retail, brand, or content marketing internship in Melbourne or Sydney.

EDUCATION

The University of Melbourne Jul 2025 – Jul 2027 (expected)

Master of Marketing Communications

- Selected coursework: Strategic Brand Communications, Consumer Behaviour, Content and Social Media.

Wuhan University of Technology Sep 2020 – Jun 2024

Bachelor of Management (Financial Management), 211 Project University

PROFESSIONAL EXPERIENCE

Coach (Tapestry Inc.) | Melbourne, AU Oct 2025 – Jan 2026

Christmas Casual Sales Associate

- Delivered personalised product recommendations during the Christmas peak in a high-traffic luxury retail environment, contributing to the sale of 100+ handbags across the trading period.
- Built real-time read of customer behaviour, price sensitivity, and style preferences on the shop floor, applying these insights to convert browsing traffic into purchase.
- Received 10+ formal customer compliments forwarded to store management, reinforcing the brand's service standard.

GIADA Garden (Michelin-starred Italian Restaurant) | Beijing, CN (remote since Jul 2025) Jan 2024 – Present

Social Media and Content Editor

- Own end-to-end social content for the restaurant's WeChat and Xiaohongshu channels, including copywriting, translation (CN-EN), food photography direction, and layout design.
- Published 50+ posts independently; grew WeChat following by 2,000+ and produced several posts that outperformed the account's rolling average by 3 to 5 times, including signature dish features and anniversary event recaps.
- Support front-of-house brand experience during anniversary and VIP guest events, ensuring continuity between the brand's online voice and offline service.

NIO (Shanghai listed: NIO, NYSE) | Beijing, CN Jul 2023 – Sep 2023

Event Operations and User Engagement Intern

- Designed long-form visual posters and event recap content for 10+ NIO House owner events, supporting a premium EV brand recognised for its community-led retail model.
- Moderated 4 community groups of 300+ members, coordinating event sign-ups, member feedback, and post-event communication to sustain high-value user engagement.

Didi Chuxing | Beijing, CN Oct 2023 – Jan 2024

Corporate Culture and Communications Intern

- Partnered with 10+ internal teams to produce 40+ posters, 10+ videos, and 10+ scripts for company-wide communication campaigns at one of China's largest tech companies.
- Independently designed 6 internal feature push articles reaching 10,000+ employees, tightening message clarity and increasing open-through engagement.

- Supported planning and on-the-ground execution of 6 company-wide events (1,000+ attendees each), contributing to internal brand alignment during a period of organisational change.

FEATURED PROJECTS

Woolworths Brand Repositioning Brief

University of Melbourne | Mar 2026

- Developed a full strategic communications brief in response to Woolworths' 2024–2025 consumer trust crisis, using the COG diagnostic framework.
- Grounded the diagnosis in first-party research: Roy Morgan trust data, CHOICE pricing reports, FY25 Woolworths financials, and behavioural evidence from Reddit and TikTok.
- Proposed a single-minded proposition (“You decide what’s worth it”) that repositions the shopper’s scrutiny instinct as the reason to re-include Woolworths in the weekly shop.

Ria, Roaming – Personal Travel Publication (WeChat)

Independent Project | 2023 – Present

- Founded and run a personal publication on WeChat covering travel, cultural observation, and life abroad; 20+ long-form pieces to date.
- Top post reached 800+ reads on an audience base of 173; sustained 5–8x higher reach on standout pieces versus the account average, driven entirely by organic sharing.

SKILLS AND TOOLS

Design and Content: Canva, Xiumi, CapCut, Meitu; comfortable with food/product photography direction and long-form visual poster design.

Social and CMS: WeChat Official Account backend, Xiaohongshu Creator Platform, Video Account, Instagram, TikTok.

Office and Collaboration: Microsoft Office (Word, Excel, PowerPoint), Notion, Feishu.

Languages: Mandarin (native), English (professional working, IELTS 6.5 / PTE 71).

Strategy and Frameworks: COG diagnostic model, consumer insight research, campaign brief writing.

AVAILABILITY

Student Visa (Subclass 500). Available Thursday to Sunday during the semester (up to 48 hours per fortnight under visa conditions); fully available during university break periods. Based in Melbourne CBD.