



RUBY FANG

PARIS

## 新媒体运营 New Media Operations (Part Time)

### Work

1. Be responsible for the operation of Xiaohongshu and Tiktok account, complete the creation and editing of images, texts, videos and other content, and the number of fans reading and liking interaction of the commission account.
2. Have good data analysis ability, be able to review content and data, identify industry and current hotspots, and timely adjust and modify published content.
3. Actively understand the timely dynamics of the design industry and competitors, form effective analysis, and provide operational suggestions based on the brand's own pace.
4. Seize hot topics, explore and target molecular audiences' usage habits and preferences on the platform, and continuously optimize their own promotion strategies.
5. Be familiar with and mix with major news media platforms (official account, Little Red Book, Tiktok, Tmall, etc.) all the year round.
6. Be good at studying the cashing channels of Little Red Book, Tiktok, official account and other diversified playing methods.
7. Assist the Operations Director in completing necessary tasks for the website and other new media

1. 负责小红书.抖音账号运营工作，完成图文、视频等内容的创作与编辑，提成账号的粉丝量阅读量和点赞互动量
2. 具有良好的数据分析能力，能对内容和数据进行复盘发觉行业以及时下热点，及时对小红书.抖音发布内容进行调整和改。
3. 积极了解设计行业、竞争对手的及时动态，形成有效的分析，根据品牌自身节奏给与运营方案建议
4. 抓住热点、挖掘和分子目标受众在平台，上的使用习惯喜好、不断优化自身的推广策略。
5. 熟悉并常年混迹于各大新闻媒体平台(公众号、小红书、抖音、天猫等)。
6. 善于研究小红书.抖音变现渠道以及其他多样化玩法。
7. 协助运营总监完成网站以及其他新媒体的必要工作

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**Job requirements:**

1. Have more than one year of experience in the operation of Xiaohongshu, ins, and facebook, Tiktok, or have done Xiaohongshu and Tiktok accounts, have a sense of network, be familiar with the operation rules, and have excellent learning ability.
2. Possess good innovation ability in new media content, with a certain degree of sensitivity in content editing, and those with experience will be admitted first
3. Good aesthetic appreciation, have their own pursuit of a better quality of life, like the creation of small red books and Tiktok, with a big brain hole and creativity
4. Excellent writing skills with multiple explosive writing experiences
5. Proficient in P graphics and able to edit videos
6. Have a sense of teamwork and work proactively
7. Bachelor degree or above, major in journalism Communication studies, Chinese language and literature, advertising, marketing, etc. is preferred.

**岗位要求:**

1. 有小红书.抖音运营, ins, 1年以上经验, 或者自己做过小红书.抖音账号,有网感, 熟悉小红书.抖音运营规则, 有优秀的学习能力。
2. 具有较好的新媒体内容创新能力, 在内容编辑方面有一定的敏锐度, 有经验者优先录取
3. 审美好, 对美好生活品质有自己的追求, 喜欢小红书.抖音创作, 脑洞大、有创意
4. 文案写作水平优秀, 有多次爆文经历
5. 能熟练 P 图, 会剪辑视频
6. 有团队意识工作积极主动
7. 大专及以上学历, 新闻传播学、汉语言文学、广告学、市场营销学等专业优先。

New Media Operations for fashion industry - Part time for Students  
(Part-time/intern) – for students

1. Post Type : Part time
2. Working Period : 1-3 month
3. Duty Days : 5 days per week / Working Hours: 9:30-19:00
4. Working Location : Hong Kong and Shenzhen
5. Application Method : rubyfang@lawindsor.com
6. Salary : HK\$8000 - HK\$12,000.-

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## Ruby Fang (方丽华)



- Hong Kong La windsor CEO and chief design director( founder)
- Forbes Top 100 Outstanding Chinese Elite
- Awarded the title " Ten Outstanding Young Persons of Hong Kong "in 2016
- Outstanding Youth Entrepreneur of the Greater Bay Area in 2021
- Best Cultural Creativity Award in 2021
- DBA in Hong Kong City University
- a master of laws from Georgetown University
- a master of laws Chinese University of Hong Kong

Ruby Fang was a registered lawyer both in China and United States. In 2013, she strengthened her business skills by taking the MBA courses in Harvard University. Born with an eye for beauty and design, Ruby gained professional fashion design training in the Hong Kong University, and was a make up artist certificated by the London International Specialist Examination Board. Travelling around 27 countries, Ruby Fang was inspired by a diverse culture exposure and formed her distinctive fashion style and taste. She was invited to the New York and Paris fashion weeks for several times, and was followed by the photographers from leading fashion magazines wherever she went. By creating her own label, Ruby is aiming to create a whole new world of fashion style. Ruby Fang is fluent in English, Mandarin, Cantonese, and communicable French.

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## **Brand Philosophy: live your legend.**

As part of the Hong Kong La Windsor LTD, Ruby Fang is an Haute Couture brand founded by Lihua Fang in Paris in 2012.

Invite young designers from London, New York, Paris, Hong Kong and Beijing and combine the profoundness of traditional embroidery with western modern design mechanics to create a luxurious customized experience for you.

The new style of fashion was born in Hong Kong. Looking at the world, we are committed to creating a new design era that combines Chinese and Western styles .

We aim to provide the independent lady for perfect outfit to make the legend for themselves.

To pursuit the dream with RUBYFANG. RUBYFANG will company those bright and beautiful women for their perfect moment.



2018 RUBYFANG NEW YORK FASHION WEEK

<https://www.youtube.com/watch?app=desktop&v=KnPDAO9rEyA>

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