

Jiaqi (Jackie) Hu

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PROFESSIONAL SUMMARY

Digital Solutions Consultant with 4+ years leading the full solution lifecycle — pre-sales scoping, solution design, and client-side delivery — for Fortune 500 and global premium brands including Kering Group, Tiffany & Co., and Huawei. Specialist in AR/AI-powered omnichannel strategy across luxury, FMCG, and automotive, with a consistent track record of translating complex technical innovation into measurable commercial outcomes across China and international markets.

EXPERIENCE

Digital Solutions Project Manager

Jul 2025 – Present

[Kivisense](#) — [AR Visualization Technology](#) · Shanghai, China

- Scope and architect AR/AI solutions for 10+ Fortune 500 and global premium accounts — leading pre-sales discovery, solution design, and end-to-end delivery to address the sector-wide 35% product return rate challenge.
- Designed the Kering flagship AR activation as a modular, reusable infrastructure — independently scaled by 5+ sub-brands — converting a single pre-sales scope into a portfolio-wide recurring solution.
- Drive commercial sustainability by translating bespoke AR builds into reusable asset libraries, enabling scalable premium delivery while maintaining project profitability across repeat accounts.

Digital Strategy Consultant

Apr 2024 – May 2025

[Dekuple](#) — [Paris-listed Digital Consulting Group](#) · Shanghai, China

- Scoped and designed Sinodis's end-to-end WeChat commerce ecosystem — mapping the full journey from branded content (Official Account) to purchase (Mini Program), with an integrated CRM backend providing sales teams real-time customer behaviour visibility.
- Served as delivery bridge across brand, tech, and commercial stakeholders on a multi-million RMB programme — translating business requirements into technical briefs, assessing delivery risk, and ensuring on-time, on-budget execution.

Digital Market Strategist

Jun 2020 – Jul 2022

[ICONA Design Group](#) — [Premium Industrial Design](#) · Shanghai, China

- Delivered 10+ showcar design strategy analyses and consumer studies for premium automotive clients including Hongqi and Huawei, directly informing product localisation and go-to-market planning for the Chinese market.
- Built consumer journey frameworks that aligned global brand identities with Chinese aesthetic preferences, translating research insights into actionable design briefs for premium vehicle launches.

2022 – 2024: Full-time MSc, ESSEC Business School, Paris — see Education below

EDUCATION

MSc, International Business Strategy

2022 – 2024

[ESSEC Business School](#) — Paris, France

Digital Transformation · Strategic Consulting · Design Thinking

BA, Media & Communication

2015 – 2019

[Jiangxi Normal University](#) — Nanchang, China

Marketing Analytics · Strategic Communication

SKILLS, LANGUAGES & INTERESTS

Strategy: Pre-sales scoping · Solution design · SCRM · AIPL · Omnichannel

Technology: AR / AI · Martech · WeChat ecosystem · CMS · Analytics

Commerce: Social commerce · KOL/KOC · Live commerce · 11.11 campaigns

Markets: China · APAC · EU cross-border · Luxury · FMCG · Automotive

Chinese: Native

English: Advanced — full professional proficiency

French: Conversational

Interests: Table tennis · Swimming · Stand-up comedy