

CURRICULUM VITAE – 2026

Nemo Xu.

Work as Account. Think as Planner.
Dream like Creative. Live like Rocker.

Sr. Account Director & AI Transformation Lead

AI · BRAND · DIGITAL · STRATEGY

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PROFILE F · Age 34 · 13 Yrs+ Experience

EDU SHNU · B.A. Advertising - Minor in Art Philosophy

TRAINING Publicis Groupe Trainee · SMG Off-Field Director

SALARY 55-60K x 13

Decoding real client needs and translating them through professional insight into solutions that land.

13 years of digital agency experience serving luxury, automotive, travel, hospitality, fashion and FMCG clients – covering the full digital ecosystem, Branding, Social, CRM/SCRM, Mini-program, Website, EC, KOL/KOC/KOS operations, media buying, IMC and content production. Currently Senior Digital Account Director at DLG, concurrently leading internal AI transformation – moving AI from individual tool use to team-level production tooling, building DLG’s company-level AI workflow, AI Use Cases, toolset and AI Hub from 0 to 1.

Current focus: AI application transformation · AIGC workflow design · marketing efficiency · AI commercialization.

13 Yrs MARKET EXPERIENCE	14 HC TEAM LED	~15 M RMB ANNUAL NET PROFIT	50 HC AI ENABLEMENT	80% PITCH TO WIN
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Core Strengths

<p>01 AI 0→1 BUILD</p> <p>Built DLG’s company-level AI workflow, AI Use Cases, toolset and AI Hub from 0 to 1</p>	<p>02 Always-On Ops RUN</p> <p>Long-term ownership of multi-brand daily digital / social ops: global client communication, annual strategy writing, cross-platform coordination, team delivery.</p>
<p>03 Pitch to Win WIN</p> <p>Strong proposal logic, brand decoding, pain-point analysis and commercial narrative – leading pitches with up to 80% win rate.</p>	<p>04 Strategy POVs THINK</p> <p>Continuously connecting social and e-commerce platform insight with industry trends – producing strategy reports for both clients and platforms.</p>

Brands I’ve Served Highlight

CURATED LOGO WALL · 15 OF 60+

Work Experience

Digital Luxury Group

Senior Digital Account Director & AI Transformation Lead · 12-Person Team

2023.10 – PRESENT

Led luxury and high-end client digital business, while concurrently owning internal AI capability development, BD, BD and pitch leadership. Lead a 12-person team across Digital / Social / CRM / EC / Media / KOL / brand campaign and integrated digital service proposals. Key clients below:

PORSCHE CHINA · Always-On Retainer **RENEW**

SCOPE Greater China full-region social media management, mini-program development, campaigns, Campaign, KOL management, media promotion, and cross-functional client coordination.

DELIVERY Beyond daily content: 4 annual new-vehicle launch campaigns, led CNY Campaign, multiple mini-program productions, Brand Night KOL programs and test-drive activations.
Produced annual hit videos; KOL programs reached 40M+ cross-channel views; official channel +230% annual exposure, +194% annual engagement, +108% follower growth.

DE BEERS · China 360 Digital Business **PITCH TO WIN**

SCOPE Global (China-led) 360 digital service, covering social communication, CRM communication and ECMP revamp.

DELIVERY Won the China digital business · Coordinated across three departments between domestic and UK HQ teams · Aligned client team content and managed cross-department collaboration from strategy and brand level.

WYNN RESORTS · China 360 Digital Service **PITCH TO WIN**

SCOPE Global (China-led) 360 digital service: content production and campaigns across Weibo, WeChat, Douyin, Xiaohongshu, Channels, Dianping and Instagram.

DELIVERY Won the China digital business · Earned client trust to upsell cross-department creative content for Brand and F&B · Strong delivery quality.

FEAR OF GOD · Social Retainer + Branding Strategy **PITCH TO WIN**

SCOPE China-market social retainer scope + branding strategy build, plus media strategy and media buying.

DELIVERY Built FOG's China social media presence from 0 to 1 · Coordinated with Baozun e-commerce to drive Tmall traffic · Brand topic management.

DIOR FASHION · Campaign-based Mini-Program **PITCH TO WIN**

SCOPE Campaign-based mini-program planning and proposal – focused on China-market user journeys and online interaction habits.

DELIVERY Produced DIOR's Christmas, Holiday and CNY interactive mini-programs · Drove traffic to e-commerce mini-program.

PROJECT SKYNET · Internal AI Transformation 0→1 **AI BUILDER**

SCOPE Drove DLG's company-wide AI capability from individual tool use → team-level workflow + assistant working style. Mapped agency high-frequency scenarios (proposal, strategy, content generation, knowledge management, client meetings, competitive analysis, knowledge reuse) and built reusable AI logic, prompt library and enablement system.

DELIVERY 30+ AI use cases tested and evaluated · 40-person team enablement (full department coverage) · 5+ tools productionized: AI Brief Generation System, Content Calendar Platform, AI Studio (Gemini-based), Prompt Library, Decision Dashboard · Operationalized inside pitch / social retainer / CRM / mini-program / campaign proposal workflows.

ANNUAL OUTCOMES · BUSINESS RESULTS

- Drove company to 10M RMB annual net profit.
- Won client/project opportunities including Wynn Resorts, De Beers, Fear of God, Dior, Porsche KOL during tenure
- Established AI application paths across proposal, strategy, content production, knowledge management and team collaboration – significantly improving internal delivery efficiency

We Are Social

Account Director · 5 Accounts + 4 Embedded Creatives

2022.12 – 2023.09

Led core automotive and brand-management business as Account Director, while contributing as business development and pitch lead. Coordinated daily delivery and cross-team collaboration; communicated fluently with global clients to expand service scope and deepen partnerships.

FERRARI GREATER CHINA · Core Account · Digital Lead **RENEW**

SCOPE Digital strategy, branding campaigns, mini-program promotion, website production, social retainer management, dealer social video shooting, SEO/SEM and social media buying.

DELIVERY Led multiple brand campaigns to launch · Drove client to expand service scope.

AUDI CHINA · Brand Management Support **PITCH TO WIN**

SCOPE Audi HQ brand management – including Nicholas Tse celebrity brand video, brand book localization, BTL / ATL creative output.

DELIVERY Led celebrity collaboration video to completion · Pitched HQ proposals and won additional business.

ANNUAL OUTCOMES · BUSINESS RESULTS

· Existing client renewals and new project pitches.

BlueFocus SH

Account Director · 3 Accounts + 4 Creatives

2022.07 – 2022.11

Owned Starbucks social retainer and campaign business while supporting business development and pitch leadership. Won the Origins (悦木之源) pitch.

STARBUCKS · Douyin Retainer + Campaign **RENEW & PITCH TO WIN**

SCOPE Starbucks brand line and Starbucks ready-to-drink line – Douyin video retainer management, content planning, shoot rhythm coordination, plus online social media management and media buying.

DELIVERY Annual project award submissions · Successfully renewed during tenure · Won Origins pitch · Expanded business scope · Secured media buying budget · Led Christmas Campaign.

ASAP+

Senior Account Executive → Account Director / BD · 7-Year Career Path

2015.09 – 2022.06

Long-term ownership of digital strategy, branding campaign, social retainer, SCRM, website revamp, mini-program development, media promotion and new-business proposals across travel, aviation, kitchen appliance, fashion, retail, finance and lifestyle sectors.

Full-cycle delivery experience: brief → strategy → creative → production → media → client presentation.

TOURISM AUSTRALIA · Digital Account Lead **RENEW**

SCOPE Digital strategy, branding campaign, website retainer, campaign management, plus mini-program development and management.

DELIVERY Direct interface with Global · 7 years of website management · Multiple brand campaigns launched · Tourism Australia official mini-program 0→1 development, release and ongoing maintenance · End-to-end campaign management. Won Tourism Australia regional state-tourism business expansion: Tourism Queensland website, Brisbane mini-program, Gold Coast Campaign and more.

DELTA AIRLINES / FOTILE · Digital Strategy + SCRM **PITCH TO WIN**

SCOPE Digital strategy, branding campaign, media promotion, social retainer management, KOL communication, SCRM and mini-program strategy management.

DELIVERY Expanded Delta Airlines' domestic voice and exposure · Launched livestream and early KOL portfolio · Official restaurant collaborations. Deep collaboration with Fotile creative team – produced social content and built Fotile member mini-program 0→1, including ongoing operations.

QATAR TOURISM / BOSIDENG / LEYSEN · Social Retainer + Production **PITCH TO WIN**

SCOPE Social media retainer, content planning, shoot execution, plus pitch-to-delivery project management.

DELIVERY Built Qatar Tourism account from 0 to 1 with full-funnel landing strategy design · Bosideng annual Brand Night Campaign production.

Other Projects & Pitch Support · Cross-Industry Project Matrix

SCOPE TEQ website revamp + mini-program production, Porsche dealer website setup and maintenance, UnionPay 6.2 EC campaign, DFS metaverse campaign, FILA O2O user-flow setup.

DELIVERY All projects delivered · Concurrent ownership of pitches for Accor, Coffii Joy, YOL, Bilibili, Pepsi, Martell, Ford, Puma – all won and converted to ongoing clients. **PITCH TO WIN**

ANNUAL OUTCOMES · BUSINESS RESULTS

- Promoted from SAE → Account Director / BD, 7-year full growth trajectory
- Built end-to-end delivery capability: brief → strategy → creative → production → media → presentation
- Cross-industry digitalization project experience – owned and contributed to pitches with up to 90% win rate during tenure.

SapientRazorfish

Social Planner / Account Executive

2014.05 – 2015.07

Joined Razorfish ahead of program completion via Vivaki Graduation Program.

New Business Pitch + Tourism New Zealand · Social Strategy + Account Execution **PITCH WINS**

SCOPE Led new-business social strategy and content planning, owning proposal structure and client communication; concurrently supported Tourism New Zealand on airline cooperation campaigns, “Where Are We Going, Dad?” campaign integration and media promotion.

DELIVERY Successfully participated in winning pitches including Nike BB, Converse, Tory Burch, MHD, Wyeth and Jagermeister · Multiple TNZ cooperation campaigns launched and account execution completed · Built early social strategy and client execution foundation, that informed later digital business management and brand strategy work.