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- [\[PORTFOLIO LINK\]](#)

Lisa Wang

BRAND CONTENT & INTEGRATED PROJECT MANAGEMENT LEAD



MONCLER SHANGHAI

Brand Content Manager

2021 — Present

Luxury and fashion content leader with 15+ years across in-house marketing and creative agencies, including 5+ years at Moncler. Connects global brand direction with China business priorities and leads integrated content across social, media, e-commerce, retail and events.

01 CROSS-CULTURAL NARRATIVE

Translate global direction into meaningful China narratives.

02 INTEGRATED MARKET PLAN

Connect functions, partners, platforms and commercial touch-points.

03 CONTENT LEADERSHIP

Lead content from brief and production through delivery and amplification.

PEOPLE LEADERSHIP

11 **PUBLICIS LUXE**
people managed & mentored · 4 years

1 **MONCLER**
direct report management

COLLABORATION

INTERNAL

HQ PR Digital E-commerce Retail

EXTERNAL

Media Agencies Production KOLs Celebrities

02 / agency experience

PUBLICIS LUXE SHANGHAI 2018 — 2021 GROUP CREATIVE DIRECTOR

Managed and mentored an 11-person creative team while leading campaigns for Dior, Givenchy, Louis Vuitton, BVLGARI, Guerlain and Swarovski.

PUBLICIS LUXE SHANGHAI 2015 — 2018 ASSISTANT CREATIVE DIRECTOR

Co-led integrated creative development for Lancôme, Cartier and BVLGARI across strategy, copy, art direction and production.

HAKUHODO SHANGHAI 2012 — 2015 SENIOR COPYWRITER

Led Chinese communication strategy and creative proposals for Sony, Canon and Suzuki across campaign concepts, film stories and art direction.

JWT-ALWAYS SHANGHAI 2010 — 2012 SENIOR COPYWRITER

Led copy development for Unilever, providing strategic direction, facilitating brainstorming and developing campaign concepts and proposals.

EDUCATION

2004 — **2008** Southeast University
Bachelor's Degree ·
Computer Science & Technology

LANGUAGES

Mandarin
English
French

NATIVE
FLUENT
BASIC

- MONCLER · 2021—2026
- SHANGHAI, CHINA
- SELECTED ANNUAL PROJECTS

Selected Leadership

FIVE YEARS · SIX CORE PROJECTS

2021—2026



2026

HAVE A PUFFY SUMMER

CROSS-CULTURAL NARRATIVE Shaped the China campaign theme, communication strategy and localization guidelines.

INTEGRATED MARKET PLAN Connected media, e-commerce, retail, KOL and celebrity workstreams.

CONTENT LEADERSHIP Directed partner content, installation and talent shoots from brief to launch.

2025

WARMER TOGETHER

CROSS-CULTURAL NARRATIVE Interpreted the global campaign for China while preserving its brand meaning.

INTEGRATED MARKET PLAN Connected campaign communication with the local pop-up experience.

CONTENT LEADERSHIP Guided interpretation and activation content through final delivery.

2024

THE CITY OF GENIUS (GENIUS 24)

CROSS-CULTURAL NARRATIVE Owned the Chinese narrative and translation of global campaign assets.

INTEGRATED MARKET PLAN Led the China plan across functions, media partners and live-streaming.

CONTENT LEADERSHIP Managed partner content end-to-end and led local live-streaming delivery.

2023

THE ART OF GENIUS (GENIUS 23)

CROSS-CULTURAL NARRATIVE Reframed the London event through a local celebrity journey.

INTEGRATED MARKET PLAN Structured teasing, on-site capture and social release.

CONTENT LEADERSHIP Owned every deliverable and directed the London shoot.

2022

MONCLER 70TH ANNIVERSARY

CROSS-CULTURAL NARRATIVE Unified the China story across ambassador, commerce and OOH moments.

INTEGRATED MARKET PLAN Connected functions and major launch touchpoints.

CONTENT LEADERSHIP Delivered the ambassador announcement, Tmall opening and OOH shoot.

2021

MONDO GENIUS (GENIUS 21)

CROSS-CULTURAL NARRATIVE Translated the global livestream into Shanghai and celebrity expressions.

INTEGRATED MARKET PLAN Aligned HQ and local teams around capture and teasing.

CONTENT LEADERSHIP Led site capture, global asset delivery and celebrity teasing.