

ENGLISH COPYWRITING PORTFOLIO

KAMMY XUE

7 years copywriter experience in advertising and marketing industry

Proven Chinese / English copywriting skills

Social media content

Marketing proposal

Advertising article

TVC script

EDM

Contents

 1. Huawei Honor 9Lite digital plan

 2. Huawei UBBF Social Media Content

3. Ultimitt EDM – 12 steps sales page

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HONOR
9 Lite

CHALLENGE

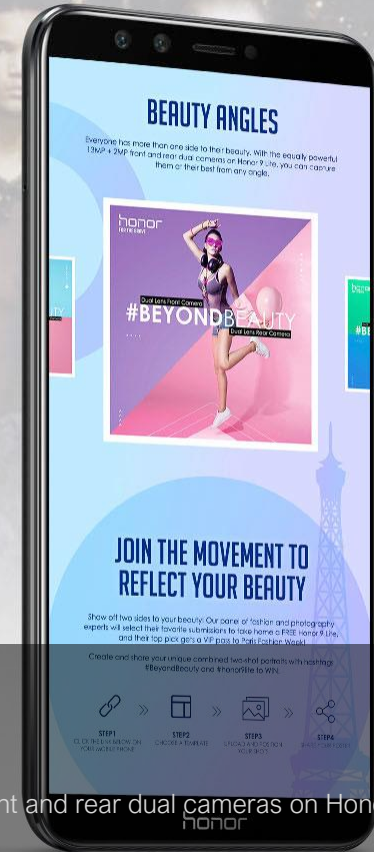
Appeal to the female in a male dominant target audience

INSIGHT

Women are more than just a pretty face

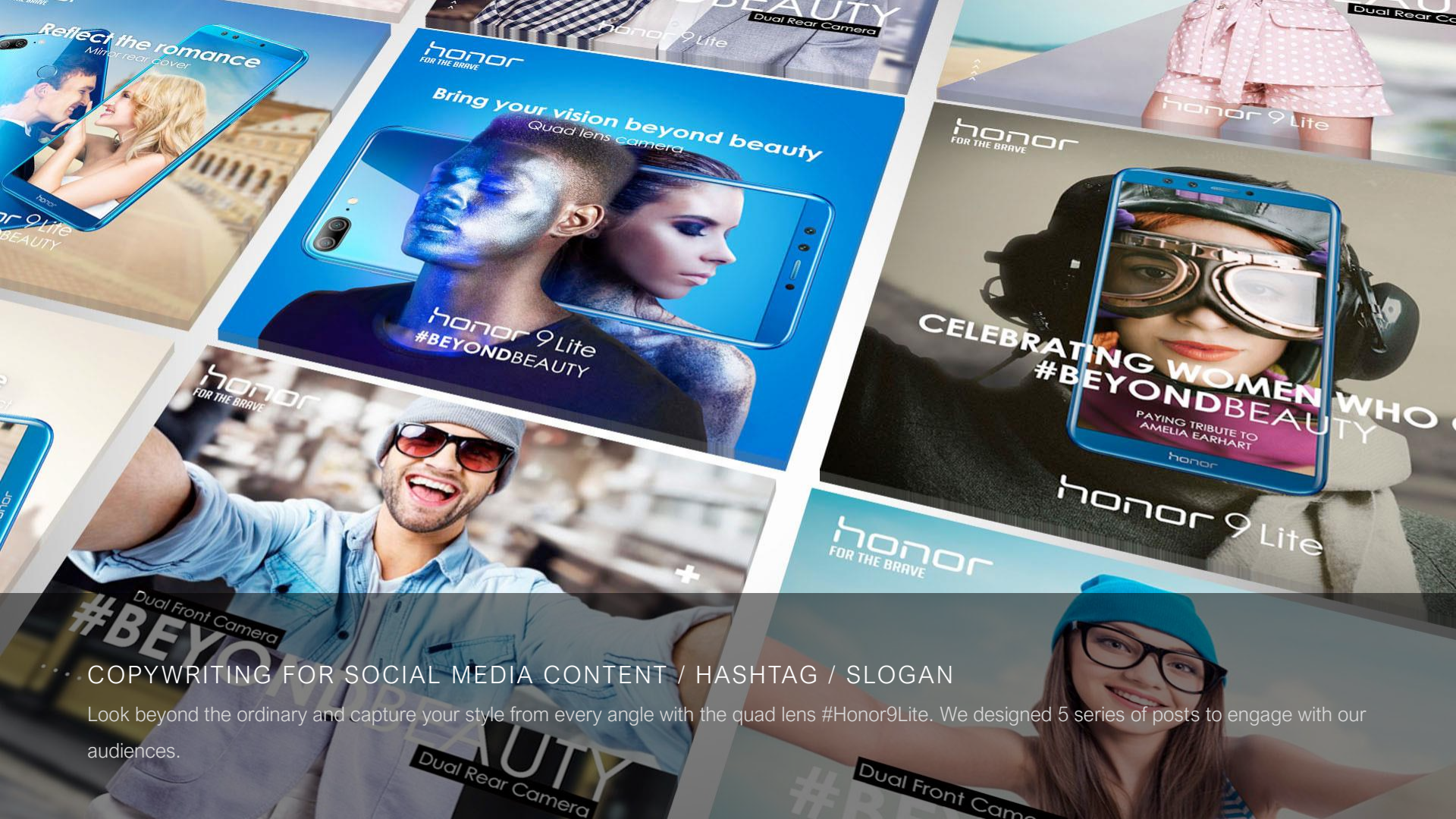
IDEA

#BEYONDBEAUTY engagement during V-Day



COPYWRITING FOR THE CAMPAIGN SITE

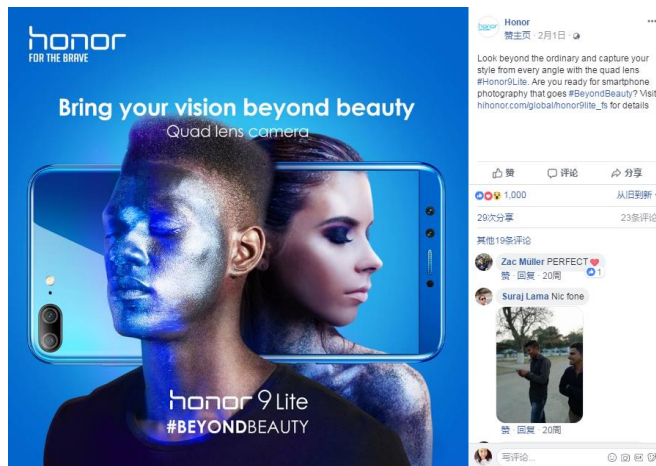
Everyone has more than one side to their beauty. With the equally powerful 13MP + 2MP front and rear dual cameras on Honor 9 Lite, you can capture them at their best from any angle. Find out more on our website.



COPYWRITING FOR SOCIAL MEDIA CONTENT / HASHTAG / SLOGAN

Look beyond the ordinary and capture your style from every angle with the quad lens #Honor9Lite. We designed 5 series of posts to engage with our audiences.

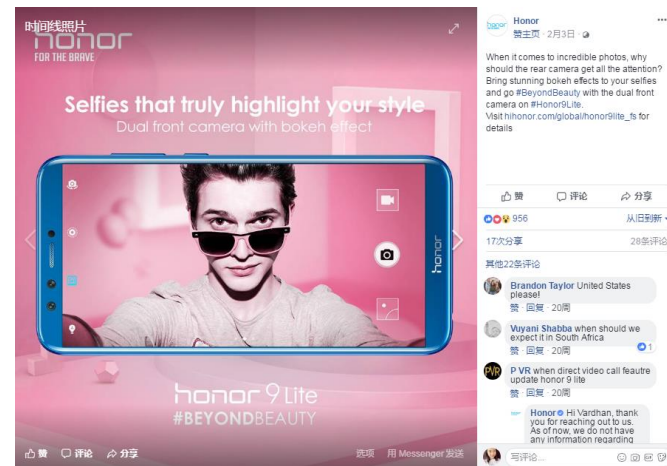
SELECTED SAMPLES OF SOCIAL POSTS



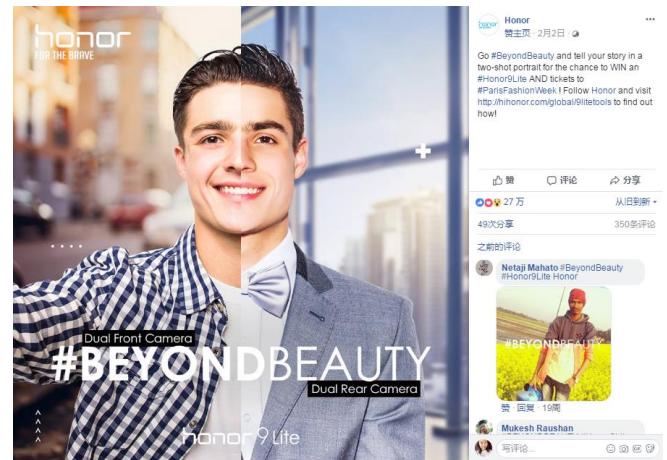
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SELECTED SAMPLES OF SOCIAL POSTS

Cooperated with a French fashion brand Koche, highlighted the phone during Paris fashion week.

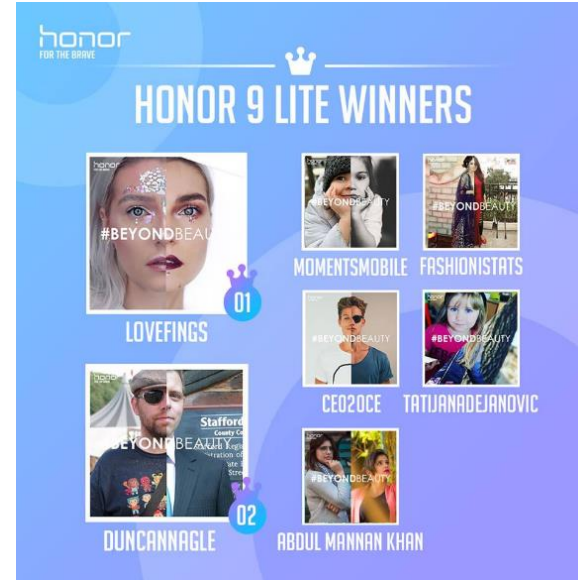
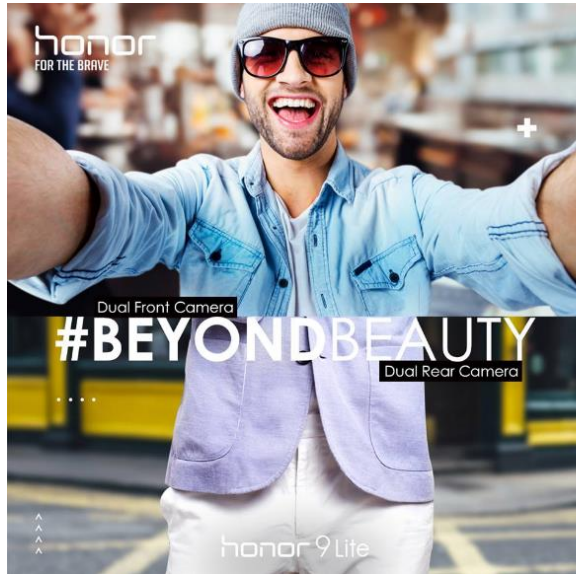


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SELECTED SAMPLES OF SOCIAL POSTS



Online Engagement

Announced the engagement on social media, encouraged audiences to share combined pictures of their two different sides in order to highlight the dual lens camera.

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HUAWEI COUNTDOWN POST 1-LINKEDIN


 领英


搜索

 主页

 人脉


 职位

 消息


 通知

Huawei Network
199 条企业快讯 • 14,585 位关注者
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关注Huawei Network，了解企业最新动态。

 **Huawei Network**
2 天前




With topics ranging from B2B opportunities to the future of video, [#UBBF2017](#) is the can't miss Ultra Broadband event of the year. To see the full agenda of industry leading speakers and topics, click the link. <http://url.com> link




UBBF 2017 Countdown: 5 Days

- 4 Major Business Topics
- Innovative All-Cloud Solutions
- 27 Keynote Speeches
- A Comprehensive View Of Industry Trends And Insights

#UBBF2017

 **Huawei Network**
2 天前

What are the three key steps to successful B2B service development? Find out here: <https://lnkd.in/fQkqPTR>

HUAWEI COUNTDOWN POST 1-FACEBOOK



Huawei Network
@HuaweiFixedNetwork

首页

帖子

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视频

照片

简介

社群

Welcome

创建主页

 赞

 关注

 分享

 ...

**Huawei Network**
1 小时前 · 🌐

With topics ranging from B2B opportunities to the future of video, [#UBBF2017](#) is the can't miss Ultra Broadband event of the year. To see the full agenda of industry leading speakers and topics, click the link. <http://url.com> link



**UBBF 2017
Countdown: 5 Days**

- 4 Major Business Topics
- Innovative All-Cloud Solutions
- 27 Keynote Speeches
- A Comprehensive View Of Industry Trends And Insights

#UBBF2017

 赞

 评论

  3

2次分享

 写评论...

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电信公司 - 广东省 深圳市

5.0 ★★★★★

社群

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 邀请好友 为主页点赞

 3,233 位用户赞了

 3,245 位用户关注了

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产品/服务 

这个主页赞了

>

**Speedy Telefónica** 

HUAWEI UBBF COUNTDOWN POST 1-TWITTER



HUAWEI

推文
771

正在关注
75

关注者
1,472

喜欢
155

正在关注

Huawei Network

@FixedHuawei

Welcome to the official Huawei Fixed Network Twitter. Ultra-broadband (#UBB) is reshaping the way we live, play and work. Join us and learn about these changes!

carrier.huawei.com/en/

加入于 2015年11月

发推给他 私信

1 个你认识的关注者



372 个照片和视频

推文 推文和回复 媒体

**Huawei Network** @FixedHuawei · 8月25日

#UBBF2017 is fast approaching! Check the full agenda of industry leading speakers and topics in the link: <http://url.com> link



October 18th - 19th Hangzhou, China

UBBF 2017 Countdown: 5 Days

- 4 Major Business Topics
- Innovative All-Cloud Solutions
- 27 Keynote Speeches
- A Comprehensive View Of Industry Trends And Insights

#UBBF2017

评论 2 喜欢 6 分享

Huawei Network @FixedHuawei · 8月25日

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10.4万 推文

#NEWSGRAPHIC

David Tang
5,788 推文

#Japan
2.05万 推文

#BRICS2017
1 117 推文

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Ultimitt EDM Sales Page Content

To get the perfect tanning skin, here's what you need.

Do you like lying on the beach, waiting to get that perfect tan? However, most people can't get the perfect result by only tanning on the beach. Normal tanning with lotion usually leaves skin color uneven. How can we get better tanning result with perfect tan skin?

The key to solving this problem is to apply tanning lotion evenly. But how? Your hands and the old self-tanning mitts aren't the most effective method. To achieve the best result, you need a new product.

Researchers at the Thermalabs Production Center have come up with a great new method to apply your tanning lotion. It's called the 'Ultimitt', which has been proven after months of painstaking research to effectively solve the problem of uneven lotion application using self-tanning mitts.

Ultimitt is a better, higher quality product than any other mitt. It unlocks a treasure trove of benefits you won't see with any other mitt.

- ♥ It's bigger.
- ♥ It's more durable.
- ♥ It's stretch, crack and break-resistant.
- ♥ It's easily washable, and comes with a one year guarantee. Yes, you have a 1 FULL YEAR guarantee. If it breaks or cracks, you can have it replaced!

Ultimitt is already referred to by a section of reviewers as the 'big secret to your perfect tan', and it is the market's best Tanning Applicator Mitt.

Right now, the most excited news is that the Ultimitt is on sale!! THE BIGGEST DISCOUNT EVER! America's #1 Best-Selling Top Rated Applicator Mitt COMPLETE Set. It comes with a printed guide in different languages, a hanging suction-hook for the shower, and why not take this set on the road with you without staining your clothes? We created a re-sealable bag with pockets for the Mini Mitts and the BONUS free Finger Exfoliator (Thermalabs Patent)

Watch out for FAKE, cheap imitations on Amazon that won't last more than a week! The Ultimitt lasts longer than any other mitt, and that's why we offer a crazy ONE FULL YEAR guarantee! Only Thermalabs Ultimitt Doesn't fall apart or crack • Doesn't stretch, rip or break • Easily washable!

This opportunity will not always be here. As the most popular Tanning Applicator Mitt. Ultimitt runs out of stock very often! Try it while supplies last!

To catch this opportunity, you can place your order directly from the Thermalabs website <https://thermalabs.biz/> or from Amazon <https://www.amazon.com/dp/B00S755OPQ>

If you want the perfect tanning experience, DO NOT COMPROMISE on the most important aspect of the process!

Place your order right now to enjoy this premium **Ultimate Self Tanning Mitt Set** in no time!

Thanks!