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NEMO HSU

AI TRANSFORMATION & COMMERCIALIZATION

SUMMARY

13 years of brand digital business, commercialization, and AI workflow experience.
Experienced in turning generative AI from internal workflows and content-production capabilities into purchasable, deliverable, and reusable client solutions. Connects client business needs, strategy and creative teams, technology tools, and delivery teams to build an end-to-end loop: scenario validation - solution packaging - client delivery - scalable reuse.

- Delivered and commercialized AI video, IP creation, and brand strategy outputs for De Beers, Porsche, Wynn Resorts, Fear of God, and other premium brands.
- Built 20+ brand-specific custom agents. Improved creative efficiency by 60% and reporting efficiency by 70% while maintaining average project value.
- Designed enterprise AI workflows and enabled 30+ business scenarios through adoption programs and hands-on training.

WORK EXPERIENCE

AI TRANSFORMATION LEAD & SENIOR DIGITAL DIRECTOR

DIGITAL LUXURY GROUP | Oct 2023 – Jun 2026

- AI Content Commercialization.**
Designed AI Content Video and AI Visual solutions around client needs for production speed, cost control, creative exploration, and brand consistency. Led demand diagnosis, solution packaging, creative testing and demos, production workflow design, and delivery acceptance - turning AI from showcase demos into paid modules for pitches, campaigns, and social content.
- Commercial Results.**
Delivered De Beers Mid-Autumn Festival AI brand film (RMB 140K); Porsche Year of the Horse “Scribbled Pony” fully AI-generated IP (RMB 100K revenue; approx. RMB 3K platform cost); and Wynn AI brand visuals generating RMB 200K+ per quarter. Supported company-wide clients with AI workflows across video, visual, copywriting, trend insights, and data reporting.
- Project Skynet | 0-to-1 AI Transformation.**
Built a capability system spanning scenario identification, POC validation, workflow design, and team adoption. Developed 7 AI Studio categories, 30+ scenario templates, standardized delivery SOPs, company-wide coaching, and the DLG AI Hub. Increased reporting output efficiency by 70%+.
- Digital Business Leadership.**
Led a 12-person cross-functional team serving luxury, automotive, and hospitality clients. Led Porsche China, generating 40M+ annual impressions, 9,000+ UGC posts, and 99.5% positive sentiment. Annual new-business wins averaged RMB 5M.

ACCOUNT DIRECTOR & BUSINESS DEVELOPMENT

BLUE FOCUS GROUP - WE ARE SOCIAL | Jul 2022 – Aug 2023

- Led Ferrari Greater China digital and social business across brand communications, website and mini-program development, social operations, and media coordination; also supported Audi China brand communications and new-business pitches.
- Led Starbucks annual social retainer and integrated campaign delivery, including Douyin content production and media promotion; supported business development and pitch proposals.

ACCOUNT DIRECTOR & BUSINESS DEVELOPMENT

ASAP+ | Jun 2015 – Jun 2022

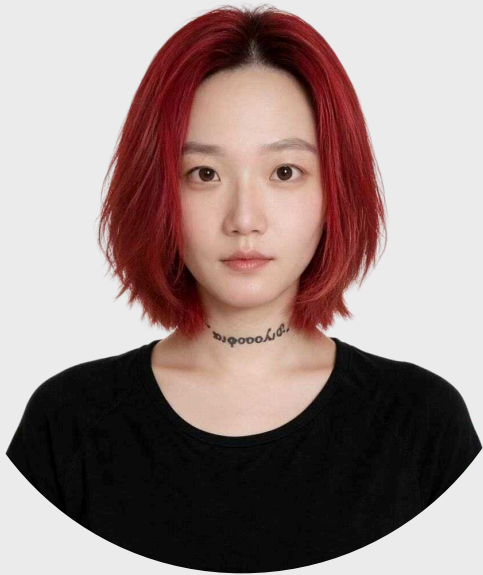
- Led integrated digital business for Tourism Australia, Delta Air Lines, Qatar Tourism, Fotile, Bosideng, Leysen, and other clients across digital strategy, social, SCRM, KOL, websites, mini-programs, and integrated campaigns. Progressed from Senior Account Executive to Account Director and Business Development, leading solution design and complex client delivery.

SOCIAL PLANNER / ACCOUNT EXECUTIVE

SapientRazorfish | Mar 2014 – May 2015

- Developed social strategy and content proposals for new-business pitches including Nike Basketball, Converse, Tory Burch, MHD, Wyeth, and Jägermeister; supported Tourism New Zealand project delivery and media coordination.

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EDUCATION

B.A. in Advertising - Minor in Philosophy of Art
Shanghai Normal University,
College of Humanities and Communications
Sep 2010 - Jun 2014

SKILLS

Core Skills

- AI Content Commercialization
- AI Workflow & Productization
- AI Solutions & Client Delivery
- Enterprise AI Transformation
- GTM / New Business Pitches
- Cross-functional Team Leadership

Toolkit

AI Tool ChatGPT · Gemini · Claude · Kimi · Lovart · Runway · Suno · TapNow · JiMeng AI

Digital Figma · Adobe Creative Suite · Google Workspace · Notion · Slack

SELECTED CLIENTS

AUTO				
LUXURY	DIOR	GUCCI	DE BEERS	
FASHION	FEAR OF GOD	CONVERSE	波司登 BOSIDENG	DFS
TRAVEL	ACCOR	DELTA	AUSTRALIA	Wynn
FMCG	Starbucks	pepsi	钟薛高	Lays
OTHERS	FOTILE	vivo	POP MART	Coca-Cola

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AI PROJECT SHOWCASE

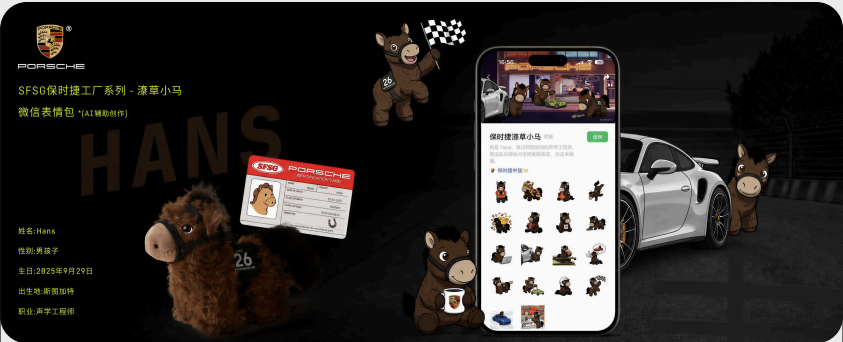


01

DE BEERS I AI-ENABLED MID-AUTUMN BRAND FILM

MKT / CRM / EC | 2025 MAF communication for global Chinese audiences

- **Project Overview.** Created an AI-enabled Mid-Autumn brand greeting film for De Beers, serving global Chinese audiences.
- **Role / Solution.** Led AI-assisted concepting, scriptwriting, storyboarding, and motion-visual development; coordinated the creative and client teams for cross-channel delivery.
- **Business Results.** Commercial delivery worth RMB 140K. The film launched across CRM, the brand website, and e-commerce touchpoints, and was extended into Mid-Autumn gifting assets for VIP clients.



02

PORSCHE I AI-ENABLED IP COMMERCIALIZATION

Porsche 2026 Year of the Horse “Scribbled Pony” original AI IP

- **Project Overview.** Created “Scribbled Pony,” an original AI IP for Porsche’s 2026 Year of the Horse campaign, extending the offline theme into a full social-content ecosystem including WeChat sticker packs and serial visual assets.
- **Role / Solution.** Led character definition, visual generation, and multi-scenario extensions with AI, converting an offline theme into social-native digital assets.
- **Business Results.** RMB 100K client budget with AI platform costs of approximately RMB 3K; delivered the complete IP package at a low production cost.

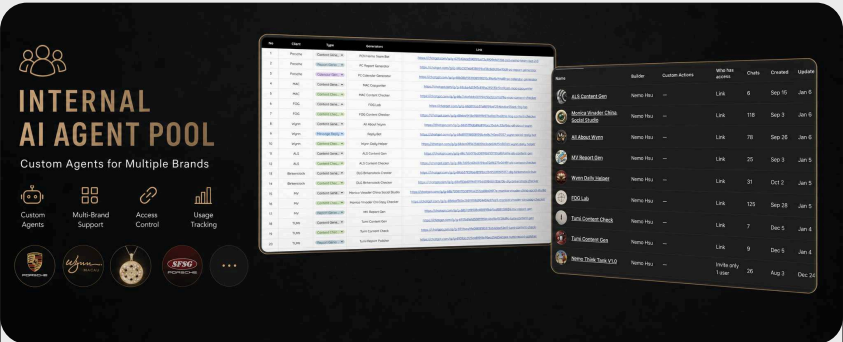


03

WYNN RESORTS I AI BRAND VISUAL UPSELL

AI visual-content upsell for F&B and seasonal campaign scenarios

- **Project Overview.** Developed serial visual posters, event key visuals, and logo designs around Wynn’s F&B businesses and seasonal marketing moments.
- **Role / Solution.** Translated brand tone, event themes, and F&B contexts into an AI visual-production workflow, covering creative direction, visual testing, and serial extensions; packaged the capability as an ongoing upsell service.
- **Business Results.** Generated average monthly AI visual-content upsell revenue of RMB 50K+, adding high-value creative revenue to the long-term digital retainer.



04

DLG WORKSPACE I CLIENT-SPECIFIC AI AGENT SYSTEM

AI workflow and content-production system for 20 clients

- **Project Overview / Role / Solution.** Defined agent roles, knowledge boundaries, and prompt logic based on client materials, use cases, and delivery workflows. Independently configured three agents for each client - Client Service, Data & Insight, and Creative - and embedded them into the day-to-day work of client service, strategy, and creative teams. Designed client-specific agent architectures and operational workflows to support reporting, social content, and client research with brand-context knowledge.
- **Business Results.** Launched into live client business in late 2024. Deployed 60+ client-specific agents across 20 clients and achieved 60%+ team AI-tool adoption.



05

PROJECT SKYNET I AGENCY AI OPERATING SYSTEM

DLG China internal AI transformation and delivery-capability platform

- **Project Overview / Role / Solution.** Initiated a company-wide AI transformation program to address budget pressure, accelerated delivery demands, and inconsistent quality driven by individual experience. Upgraded scattered experiments into reusable workflows and an application platform: built DLG Hub, integrating Client Reports, Brief Generator, Brand Knowledge, Content Calendar, Content Studio, and China Social Guide; established use-case testing, quality assessment, tool configuration, and company-wide training to enable end-to-end AI workflows. Led the operating model from use-case identification through testing, workflow configuration, enablement, and application in live projects.
- **Business Results.** Established governance and validation for 30+ AI use cases; screened and validated 7+ reusable workflows across client service, strategy, copywriting, visual design, and operations. Through workshops, live challenges, and project application, converted high-frequency delivery from individual tool use into trackable, trainable, and scalable team capability, improving reporting efficiency by 70%.