

Contact

www.linkedin.com/in/xiao-luo-digitalmarketing (LinkedIn)

Top Skills

project management
Social Media Marketing
entertainment marketing

Xiao L.

usc Annenberg MS in Digital Social Media(STEM) 25' | Digital Media Marketer | Feminist | Storyteller
Los Angeles, California, United States

Summary

My life changed when I collected \$2,000 for girls in destitute areas of China during my sophomore year.

After analyzing the focus of our donations using the SMART rule, I reshaped the girls' interviews about their lack of sanitary products into a compelling media story. Within a single day of posting on digital media, over 100 donations were made. It was eye-opening for me. I realized that with effective research, a compelling narrative, and the right strategy, the impossible could be achieved in the digital realm.

Then, the passion I searched for my first 20 years ignited.

I became obsessed with the thrill of bridging the gap between virtual results and data, weaving compelling stories from fragmented information. I enjoy the adrenaline rush every time when launching successful campaigns and break DAU(daily active users) records again and again.

As a current Digital Social Media student at Annenberg, a successful entrepreneur behind two media projects, a marketing intern at Bytedance, and a youth who rocks her multicultural background, I am confident in my ability to harness the power of data and storytelling to effect meaningful change in the digital sphere.

- Media Strategies/Branding
- Digital Marketing
- Media Analysis
- Media Content Creation

Let's connect and embark on this journey together!

Experience

USC Annenberg Media

Digital Media Producer

August 2023 - Present (3 months)

美国 加利福尼亚州 洛杉矶

Conceptualize, host, and edit video content for the Annenberg Media Instagram and TikTok account, achieving success with one video garnering 51.8k views and other videos consistently driving high engagement rates.

字节跳动

Digital Marketing Intern

August 2022 - December 2022 (5 months)

- Identified the issue of low synchronization rates of platform and increased it by 28% through crawling content and sampling analysis, and addressed the issue by modifying the product page.
- Cultivated a Headline Media Partner Program, maintaining over 30 influencers, and designed a media incentive strategy that promoted 47 headlines and increased media interaction by 41%.
- Acquiring 128 high-value content creators by driving the outreach team to facilitate content creator acquisition and establishing a sourcing value chain.
- Managed the campaign of the national journalist festival, established a cooperative relationship with 14 university communication departments, contributing to the acquisition of 39 quality content creators and increasing activity click rate to 1 billion.

凤凰网

New Media Intern

July 2021 - September 2021 (3 months)

- Developed an automated billboard of trending topics to reduce manual collection manpower by five hours per week.
- Generated over 10 articles for Phoenix's official WeChat account, garnering 500,000 views, and generated three microblogging posts with over 10 million views.

- Maintained an online community of over 500 content creators by feeding topics and providing resources, increasing the number of weekly active creators by 24% and channel DAU growth by 23%.

Yiyou Public Welfare Foundation

Brand Marketing Intern

June 2021 - September 2021 (4 months)

- Researched public welfare industry dynamics to evaluate brand strategies and compiled reports providing over 10 recommendations for brand improvement.
- Pursued in planning the welfare project, From the Mountains, and collaborated with the Soong Ching Ling Foundation to provide vocal learning opportunities for over 1,000 left-behind children.

Chengdu TV station

Media Intern

June 2020 - August 2020 (3 months)

- Liaised with 17 district and county-level media platforms weekly, and ensured the efficiency and effectiveness of article submission by implementing an online communication mechanism.
- Reviewed and edited over 50 articles submitted by district platforms.
- Assisted in the upgrade of the Chengdu Learning Platform App and participated in preliminary research of target users and interface interaction design of the app, increasing the penetration rate by 67%.

Education

USC Annenberg School for Communication and Journalism

Master of Science - MS, Digital Social Media · (August 2023 - April 2025)

北京工商大学

Bachelor of Arts - BA, Journalism · (September 2019 - July 2023)