

Kexin Xu

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PROFILE SUMMARY

Experienced and detail-oriented marketing professional with a strong background in public relations. Proficient in Adobe Creative Suite, data collection and analytics, and online social media operations. Skilled in coordinating logistics for trade shows and crafting engaging promotion and event-related content. Adept at analyzing competitors' operations and data to enhance marketing strategies. Proven track record of achieving growth in order volume and maintaining high newsletter open rates with strong communication & leadership abilities. Highly motivated to leverage skills and experience in marketing and public relations to contribute to success of the organization as a Marketing Specialist or Marketing Coordinator.

PROFESSIONAL EXPERIENCE

ACROBiosystems, Boston

Sep 2023 – Dec 2023

Marketing Intern

- Orchestrated the seamless execution of trade shows by meticulously coordinating logistics with vendors and carriers, ensuring flawless event delivery and attendee experience.
- Drove engagement on LinkedIn through the creation and dissemination of compelling promotional content, leading to a significant increase in page views and the acquisition of over 900 new followers.
- Ensured high levels of customer engagement and retention by consistently delivering informative and engaging post-event newsletters, thereby maintaining an impressive open rate of over 2%.
- Enhanced brand visibility and promotional efforts by creating a wide array of impactful materials, including social media images, website banners, event backdrops, and campaign videos for various promotions and trade show events.

Boston University, Boston

Feb 2023 – May 2023

Assistant Coordinator

- Responded to inquiries about the International Society of Humor Studies (ISHS) 2023 via email, drafted newsletters and managed the conference's Facebook page.

HAVAS Group China, Shanghai

Jun 2022 – Aug 2022

Public Relations Intern

- Diligently monitored and analyzed online marketing activities, providing critical insights and recommendations to enhance campaign effectiveness.
- Conducted exhaustive background research for the PR team, facilitating informed decision-making, strategic planning, and campaign development.
- Played a pivotal role in the success of the Upadacitinib Launch Campaign for AbbVie, which garnered over 2,150,000 impressions, 150 media coverages, and 69 media reposts.
- Evaluated and assessed the campaign feedback for J&J Children's Motrin, achieving more than 1.05 million impressions and surpassing 91.33% of browsing volume in the same category.

KEPLER COMMUNICATIONS, Beijing

Apr 2022 – Jun 2022

Public Relations Intern

- Organized and orchestrated a successful store opening event for LLADRO Beijing, inviting key opinion leaders (KOLs) to enhance brand presence and reach.
- Achieved a significant milestone with the LLADRO Beijing store opening event, generating 39,000 impressions and increasing brand awareness.
- Coordinated with internal and external stakeholders to ensure the smooth execution of events, maintaining a high standard of professionalism and excellence.

Phoenix Satellite Television (US), El Monte

Jun 2021 – Jul 2021

News Intern

- Produced a captivating 2-minute short news video, engaging viewers and delivering complex information in a concise and accessible manner.
- Expanded the initial news report into a compelling 20-minute talk show, transforming complex health issues into an engaging and informative program for viewers.

EDUCATION

Boston University, Boston M.S. | Media Science | Sep 2022 – Jan 2024

Overall GPA: 3.73/4.000

The Ohio State University | New Media & Technology | Aug 2018 – Jan 2022

B.A. Overall GPA: 3.753/4.000

Honors: Dean's List of five semesters

TECHNICAL PROFICIENCIES

Adobe Creative Suite: Photoshop, Premiere, Audition

Data Collection & Analytic: Netlytic, Google Ads, Social Searcher

Online Social Media & Newsletter Operations: Constant Contact, Instagram, LinkedIn

Microsoft Office & Google Workspace & Salesforce