

KEXIN XU

+1 (857) 390-9834 | kexinxu0901@gmail.com | Boston, MA, USA | linkedin.com/in/kexiuxu/

CAREER SPOTLIGHT

- Marketing professional with 2+ years of experience in internal communications, digital strategy, and integrated marketing campaigns across tech and biotech.
- Proven track record of improving engagement metrics and driving business objectives through targeted content development, segmentation, and multi-channel campaign optimization.
- Proficient in HubSpot, Mailchimp, Google Analytics, and Adobe Creative Suite, with hands-on experience in content creation for web, email, and social media.

PROFESSIONAL EXPERIENCE

SOLIDWORKS

Waltham, MA, USA

GO-TO-MARKET and Communication Intern

August 2024 - Present

- Executed go-to-market strategies for 5+ integrated marketing campaigns (email, web, social), including the successful launch of a new company merchandising store.
- Produced and edited Gen Z-oriented short-form videos for the company's EDU Instagram and TikTok accounts, boosting engagement rate by 20%.
- Launched and localized APAC user group program, achieving a 100% increase in sign-ups through targeted email workflows and content strategy.
- Optimized email campaign performance by 15% via A/B testing, segmentation, and analytics in Google Analytics.
- Drafted RFPs to support partner acquisition, ensuring consistent messaging and brand alignment.

ACROBiosystems

Boston, MA, USA

Marketing Intern

September 2023 - December 2023

- Boosted email click-through rates by 18% by redesigning newsletter layouts and implementing contact segmentation.
- Grew company's LinkedIn followers by 25% in 3 months by creating engaging B2B content and monitoring analytics performance, contributing to brand visibility.
- Coordinated logistics for 2 major trade shows and aligned marketing deliverables across cross-functional teams.
- Monitored campaign performance and tracked leads via Salesforce to pivot marketing strategy.

HAVAS Group China

Shanghai, China

Public Relations Intern

June 2022 - August 2022

- Created media kits, social content, and campaign messaging for pharmaceutical clients, generating 2M+ impressions.
- Supported campaign strategy refinement for Johnson & Johnson, contributing to a 1M+ increase in campaign reach.

KEPLER COMMUNICATIONS Co

Beijing, China

Public Relations Intern

April 2022 - June 2022

- Drove 39K+ impressions for LLADRO Beijing store launch through social media content creation and influencer marketing.
- Supported campaign planning, targeting, and content formatting for paid and organic channels.

Phoenix Satellite Television (US)

El Monte, CA, USA

News Intern

June 2021 - July 2021

- Conducted a social research and wrote comprehensive reports on a newborn health issue in Southern California.
- Transformed the news report into an informative 20-minute talk show for viewers to raise awareness.

EDUCATION

Boston University

September 2022 - January 2024

Master's, Communication, Media Science (STEM)

GPA: 3.73

Ohio State University - Columbus

September 2018 - January 2022

Bachelor's, Communications

GPA: 3.75

SKILLS

Marketing Tools: Hubspot, Mailchimp, Marketo, Salesforce, Constant Contact, Google Analytics 4

Creative & Data: Adobe Creative Suite, Business Analytics, SEO, Market Research

Web & CMS: WordPress, Drupal, Basic HTML/CSS