

Xiaoke Pu

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EDUCATION

Boston University

Master of Science in Marketing Communication Research(STEM), GPA: 3.78/4.0

Sept. 2023 - Jan. 2025

Communication University of China

Bachelor of Engineering in Digital Media Technology, GPA: 3.40/4.0

Sept. 2017 - July 2022

TECHICAL SKILLS

Quantitative: Data Analysis & Statistical Modeling, Survey Data Processing & Cleaning, A/B Testing & Experimental Design, Marketing Performance Measurement, Data Visualization & Reporting

Qualitative: Secondary Research & Insight Synthesis, Questionnaire Design & Testing, Open-Ended Response Analysis, Consumer Behavior Reporting

Tools/AI: SPSS, R, Python, Qualtrics, SurveyMonkey, Tableau, Power BI, Adobe Creative Suite, CapCut, Canva, ChatGPT, Heygen, KlingAI, Captions, Runway, Veo3, Nano banana, Midjourney, Vidu, Lovable

WORK EXPERIENCE

Gen AI Global

Director of Influencer Strategy & Content Innovation

Boston, MA

Apr. 2025 - Present

- Led influencer strategy and created content in multiple formats (articles, videos, livestreams, memes), turning complex AI topics into simple, engaging stories—raising brand visibility and strengthening leadership influence online.
- Built AI-powered content production workflows with automation tools to speed up brainstorming, scripting, and editing—improving creative turnaround by 40% and cutting campaign time by 2 weeks.
- Drove global community engagement and growth, launching initiatives across LinkedIn, TikTok, YouTube, and Discord—growing LinkedIn followers by 178% and positioning Gen AI Global as a thought leader in AI.

Aibrary

Social Media Strategy / Growth & Marketing

Boston, MA

Jul. 2025 - Present

- Produced AI-generated short skit videos and branded visuals using tools like Veo3, Nano banana, and KingAI, turning complex ideas into engaging Aibrary app storytelling—achieving 5K+ cumulative views and strengthening Aibrary's brand identity.
- Led social media strategy and TikTok account growth, increasing followers from 80 to 368 in the first month and sustaining weekly growth of 50–70 new followers, while also improving average engagement rate by 25%.
- Contributed to growth, marketing, and operations initiatives, applying data insights and AI tools to optimize campaigns—boosting video completion rates by 20% and supporting scalable user acquisition through more targeted content delivery.

Boston Private Guide

Social Media Marketing Operations

Boston, MA

Apr. 2025 - Present

- Developed and executed a social media content strategy by producing 2–4 weekly multilingual Reels and daily Instagram Stories featuring live tours, client moments, and behind-the-scenes content—growing followers from 20 to 313 (+1,465%) and increasing engagement by 35%.
- Enhanced brand positioning on Instagram through redesigned bio/highlights promoting multilingual services, consistent Canva-based visual branding, and client testimonial campaigns—increasing profile visits by 120% and boosting Google/TripAdvisor reviews by 25%.
- Analyzed social media performance and audience insights (reach, engagement, growth, conversion), identified top-performing content, and implemented booking attribution—delivering reports that improved campaign ROI by 18% and contributed to higher tour bookings.

MediaV

Account Manager

Shanghai, China

Jul. 2022 - Jun. 2023

- Designed and executed SEO-driven digital marketing strategies for premium brands (Acne Studios, NIKE, Cartier), reaching over 5 million users and achieving a 97% client satisfaction rate.
- Integrated online surveys with third-party e-commerce data to conduct consumer behavior analysis, using Python and Excel to segment audiences and model purchase paths, supporting content and campaign optimization.
- Optimized rednote, Baidu, and Douyin paid campaigns through A/B testing and keyword refinement, increasing CTR and reducing CPC.

PROJECT & RESEARCH EXPERIENCE

Generational and Gender Differences in Views on AI Replacing Jobs

Mar. 2024 - Aug. 2024

- Processed 3,000+ survey responses using SPSS (handling 12% missing data through imputation and outlier removal), ensuring dataset integrity for analysis.
- Analyzed demographic impacts on AI job replacement attitudes with T-tests, ANOVA, and Bayesian models (SPSS & Python), identifying 18% lower risk perception among highly educated groups.
- Presented Tableau charts (e.g., bar graphs, scatter plots) to visualize correlation analysis output for reports.