

Xiner (Rose) Chen

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PROFILE

I am a highly motivated and detail-oriented junior at NYUAD with interdisciplinary experience in marketing, event management, public relations, music business management, art curation and museum management. I have also exchanged in Italy to study fashion, which has given me a strong understanding of this industry. Being bilingual in Chinese and English, I am well-equipped to work in international settings and adapt to different cultural contexts.

EDUCATION

New York University Abu Dhabi (NYUAD) | Junior September 2020-May 2024

- ▶ Award: 4 years full scholarship
- ▶ Social Research and Public Policy (SRPP) & Music Study double major, with Heritage Study Minor, cGPA 3.93/4
- ▶ Relevant Course: Communications Lab, Statistics for Social Sciences, Research Design, Global Fashion Industry: Italy, History of Italian Fashion, Stage Management etc.

EXPERIENCE

China-Gulf Forum (CGF)

- ▶ Marketing Team Member (2021) and Marketing Team Head (2022 & 2023) Jan 2021-Present
 - Manage and curate CGF's social media presence & conduct marketing campaigns across multiple channels
 - CGF official platforms have accumulated more than 700 followers and attracted more than 400 participants worldwide
 - Build partnerships for outreach initiatives
 - Partnering with more than 20 media outlets, with 5 UAE national media coverage
 - Create visual promotional materials e.g. brochures and posters

Xiaomi Corporation

- ▶ MI Campus Ambassador | Middle East Regional Leader Dec 2021-Present
 - Coordinate Xiaomi campus recruiting & manage social media platforms and and oversee publicity e.g. posters, flyers
 - Managed 3 WeChat communities with over 1000 members and organized/participated in 3 activities since joining

Dastaan Consulting

- ▶ Creative Writing, Social Media Management and Visual Media | Internship Jul 2022-Present
 - Develop weekly content for social media platforms and company blog
 - Create biweekly analytical articles on topics related to humanitarianism and development

New York University

- ▶ NYUAD Music Program | Program Head Assistant Jan 2022-Present
 - Organize program related events and oversee publicity e.g. weekly newsletters
- ▶ NYU Florence Villa La Pietra Professional Development Opportunity | Internship Sep 2022-Dec 2022
 - Manage Acton Collection documentation and photograph archive digitization, housing, and database tasks
 - Contribute to ongoing conservation efforts and providing preventive conservation support
 - Organize art/history/culture themed events [10+ lectures, academic talks, projects etc.] and conduct guided tours
- ▶ NYUAD Sheikh Mohamed Bin Zayed Scholars Program | Internship Jun 2022-Aug 2022
 - Responsible for The Summer Academy (SA) & The Young Filmmakers Workshop (YFMW) 2022
 - Program design and management [Managed 150+ students & 30+ teachers]
- ▶ NYUAD Art Gallery | Assistantship Nov 2021-Jun 2022
 - Responsible for Pathogenesis (March 2022) and Modernisms (Nov. 2021)
 - Manage reception, conduct guided tours and inventory tracking for exhibitions
- ▶ NYUAD Student Government | Academic Committee SRPP Representative Sep 2021-Jan 2022
 - Conduct interviews and analyze student feedback
 - Organize program related events e.g. SRPP Open House & "Demystifying Capstone"
 - Oversee publicity e.g. monthly newsletters

SKILLS

- ▶ IT: Microsoft Office, Archive Management, Data Analysis (STATA, R), Film Editing, Graphic & Web design
- ▶ Language: Mandarin Chinese (Native), English (Fluent), Arabic (Beginner), Italian (Beginner)