

Hannah Xiao

450 West 42nd St. APT 47Q, NY 10036

+ (1) 212-961-7264 | hx2313@barnard.edu | www.linkedin.com/in/hannah-x/

EDUCATION

Barnard College, Columbia University

New York, NY

B.A. in Economics and Anthropology - Archaeology Track, Minor in Psychology

Aug 2020 – Sep 2024 (Expected)

- GPA: 3.97 / 4.00, Dean's List, Thesis with Distinction
- Relevant Coursework: Econometrics, Money and Banking, Applied Statistics, Microeconomics, Macroeconomics
- Economics Research Assistant

WORK EXPERIENCE

Euromonitor International

Shanghai, China

Consulting Intern

Jun 2023 – Sep 2023

- Led a market sizing project for a top global furniture retailer aiming to improve competitiveness in China
- Conducted competitor analysis across 19 categories and culminated in a detailed 'competitor library' excel for team use
- Conducted trade interviews from leading players in the smart home category to validate their annual and tertial growth

refine+focus

Boston, MA

Consulting Intern

May 2022 – Jan 2023

- Elaborated target customer persona for a gene technology firm, designing and implemeningd a 40-question customer survey; analyzed responses from 500 participants, highlighting key demographics such as household and price sensitivity
- Developed marketing strategies for a Jewish cultural media firm, conducting 20+ internal stakeholder interviews and synthesizing the findings into a 15-page report and presented it to the team lead
- Organized an internal workshop on "Organizational Structure Optimization" with 100% participation rate

KPMG Advisory

Shanghai, China

Strategy Consulting Intern

Sep 2021 – Dec 2021

- Evaluated market entry feasibility for a leading European auto manufacturer's Certificated Pre-owned vehicle sector; analyzed market attractiveness via industry experts, dealers, and customers; consolidated findings into a 10-page report integrated into the final deck
- Summarized the customer persona for a Chinese auto manufacturer's electrical vehicle; administered an 80-question survey to 640 people and identified the target persona

Tezign

Shanghai, China

Marketing Intern

Jul 2021 – Aug 2021

- Spreadheaded integrated marketing campaigns for YUMS and Shiseido on social media; wrote WeChat promotion articles generating over 20,000+ views within 12 hours, and assisted in producing 6 TV commercial videos
- Benchmarked Pizza Hut's marketing strategy by comparing its marketing indexes with other YUMC subsidiaries
- Led a team in the firm-wide Hackathon; collaborated to design and launch an AI platform for storyboard production and presented to the entire team

LEADERSHIP EXPERIENCE

Access Barnard

New York, NY

Peer Advisor Lead

Mar 2022 – May 2023

- Designed and executed activities for a smooth transition for 300+ international and first-generation students
- Organized support groups for 100+ low-income students, providing comprehensive guidance and mentorship on course selection, career planning, and efficient use of on-campus resources
- Spearheaded market campaigns on Facebook and Instagram, achieving a 20% increase in follower numbers

Columbia University Nightline Peer Listening

New York, NY

Volunteer Leader

Jan 2021 – May 2021

- Utilized professional listening skills in over 8 sensitive topics, providing anonymous, non-judgmental, and empathetic support for 30+ hours to more than 50 callers as a peer listener per semester
- Led a team of 3 to design a resource book that comprises 20+ on-campus and off-campus resources for callers as referrals with appropriate couching

SKILLS & INTERESTS

- **Computer:** Microsoft Excel and PowerPoint, R, Python, Java, Capital IQ, Pitchbook, Photoshop
- **Language:** English (Professional Working Proficiency), Mandarin (Native), German (Elementary)
- **Interests:** Feminism standup comedy; Archaeology research in Picuris Pueblo