

# XIMAN XU

+1 (929)684-4159 | [xuximan16@gmail.com](mailto:xuximan16@gmail.com) |

Passionate Public Relations and Marketing professional with hands-on experience in tech-savvy PR strategies. Passionate about exploring new technologies, bilingual communication, and digital outreach. Known for being proactive and effective.

With a knack for managing international partnerships and delivering impactful campaigns for global brands.

## EDUCATION

### New York University

Master of Science, Public Relations and Corporate Communication(Expected May 15, 2025)

New York, USA

Sep. 2023 – Present

### The University of Melbourne

Bachelor of Arts, Politics and International Studies

Bachelor of Arts, Media and Communication

Melbourne, Australia

Jun. 2018 – Jul. 2022

### Harvard Business School

Business Analytics, Economics for Managers, Financial Accounting

Online

Jun. 2024 – Oct. 2024

### Massachusetts Institute of Technology

Artificial Intelligence: Implications for Business Strategy

Bachelor of Arts, Media and Communication

In Progress

Boston, Massachusetts

## PROFESSIONAL EXPERIENCES

### Blue Focus - China

Public Relations and Branding Strategist

Nov. 2022 – Apr. 2023

- Worked at Blue Focus's Metaverse Marketing, a leading PR and marketing firm in China, serving many globally recognized brands like **Meta, X, Google, TikTok**, and **Microsoft**.
- Developed proposals, marketing plan, and competitive analyses for clients like Sinopec, Nestle, and Zhongzhi Enterprise Group. Analyzed market trends and competitor strategies, including marketing methods, channels, and financial reports.
- As the earliest team member to adopt AI, I use AI tools like ChatGPT and Midjourney for data analysis and content generation. Helped the team increase work efficiency by 25%, leading the team to improve efficiency significantly.
- Obtained a letter of recommendation from the company's Vice President recognizing my strategic thinking and ability to execute due to excellent performance during my employment.

### GMC Machine Tools - USA

Public Relations and Marketing

Sep. 2024 – Nov. 2024

- Built and maintained relationships with Chinese suppliers, coordinating orders, production schedules, and quality feedback to ensure seamless supply chain operations.
- Leveraged bilingual English-Chinese skills to enhance communication efficiency by 15%, bridging gaps between U.S. teams and international partners.
- Write company promotional materials, press releases, and product introductions to support the PR and marketing team's content output and enhance brand awareness.

### Tri-Union Machinery Co., Ltd. - China

Product management

Oct. 2022 – Nov. 2023

- Responsible for the planning and design of the company's participation in the EuroBLECH 2022 exhibition in Hanover, Germany
- Responsible for the company's involvement in the American metal processing and machinery equipment exhibition, FABTECH in Atlanta, USA
- Collaborate with engineering and marketing teams to ensure product presentations align with the technology industry. Increase booth traffic by 20% with precision digital promotion.

### CCTV China Central Television - China

Executive Director

Jun. 2021 – Aug. 2021

- Followed the hostess Zhu Xun's column "My art list", and interned in the field director and production group.
- Assisted to complete eight episodes, and been admitted as a permanent employee with my name being listed on the staff list and subtitles list.

### 2022 National Endowment for the Arts, Qingdao Huanghai University - China

Art Exhibition Planner

Jan. 2023 – Feb. 2023

- Assisted in curating and guiding exhibitions. Assisted in holding the large-scale traveling art exhibition, Dahan Taotao Yellow River Cultural Art Exhibition in Qingdao

## **Film Crew, Shanghai Yaoke Media Co., Ltd. - China**

Jul. 2022 – Oct. 2022

*Assistant cameraman and assistant director*

- Participated in shooting, assisted the director and the execution of the shooting scene, and communicated with various departments
- Familiar with entertainment industry, television industry, owns rich media resources and promotion channels

## **Qingdao Municipal Epidemic Prevention Center - China**

Dec. 2021 – Feb. 2022

*Anti-epidemic personnel*

- Organize community vaccination activities, coordinate logistics and mobilize residents to maintain order during nucleic acid testing.
- Developed and implemented campaigns to raise awareness and encourage participation in public health initiatives to promote community trust and compliance.

## **RESEARCH EXPERIENCE**

### **Influencer Marketing with Social Platforms: Increasing Brand Awareness and User Engagement**

Dec. 2022 – Feb. 2023

*Supervisor: Ashlee, a tenured professor from Northwest University*

- Article published in 2023 in the Journal of Educational Humanities and Social Sciences
- Involving in the study of Communication Models and Message Types, Measuring and Analyzing Online Behavior, Transmission of Online Rumors and Word-of-Mouth Advertising, Virtual Communities and Platforms, Research Design, Program Review and Presentation, Article Drafting, etc

### **PR responses to ethical controversies in Artificial Intelligence: A study of trust-building strategies**

Feb. 2025 – Present

*Supervisor: Kathleen Donohue Rennie, PhD, APR, Fellow PRS*

- Explore how PR strategies can mitigate AI ethical issues (e.g., data privacy, algorithmic bias) and rebuild public trust from the perspective of the AI tech industry.
- Conduct qualitative research to analyze transparency, ethical compliance, and public engagement frameworks. Explore innovative mechanisms proposed to build trust to balance technological innovation with social responsibility.

## **EXTRACURRICULAR INVOLVEMENT**

### **United Nations NewWork Style Guide and Toolkits Initiative**

Aug. 2024- Nov, 2024

*Participation in the United Nations creation style guide and digital toolkit*

- Create sample style guides for the three core mandates of the United Nations (UN) (Anti-Racism, Multilingualism, Linguistic Diversity) to ensure consistency and inclusiveness in communication within the UN..
- Developed digital toolkits to enable United Nations staff to understand and implement the style norms more intuitively and efficiently. Driving organizational culture change, enhancing employees' daily application experience.
- Work closely with the NewWork team and other relevant departments to gather feedback and continuously optimize the applicability of the style guide and toolkit.

### **CSS NY, Strategic PR plan**

January. 2025-Present

*Team leader, Client Relations*

- Developed comprehensive half-year strategic plans to enhance donor acquisition and expand market presence, successfully attracting new donors and establishing CSS in untapped markets.
- Collaborated with cross-functional teams to drive website reconstruction initiatives, improving user experience and aligning digital presence with organizational goals to support fundraising efforts.

### **Porter Novelli, Internal Strategic Communications**

Sept. 2022

*Public Relations*

- Authored a comprehensive 2024-2025 Internal Strategic Communications Plan to integrate AI technology across PR operations, enhancing efficiency in media monitoring, data analysis
- Developed company-specific AI ethics policies and guidelines, increase client trust in AI-driven PR strategies, ensuring continuous improvement in productivity and client satisfaction.

## **COURSEWORK/SKILLS**

**Technical:** Public relations Strategy, Internal communication, Crisis communication, Reputation management, AI Tools, Market Analysis, Data Visualization

**Language Abilities:** Native Chinese, Fluent English