

Siyan(Sylvia) Xie

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Recent business school graduate with strong quantitative and high statistical modeling and data analysis skills, and a passion for digital marketing and marketing analytics. Exceptional multitasking, interpersonal, and problem solving capabilities. Fluent in English and Chinese.

EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN December 2012
Bachelor of Science in Business, Majors: Marketing, Minor: Psychology, GPA 3.2/4.0
Business Case Competition Awards: BASES Database Marketing Case Competition-2nd /30 teams; Crowe Horwath 3rd Annual Conference Case Competition - 2nd/50 teams; I-Core Case Competition- 4th/40 teams

New York University, Innovative Leadership Program, New York, NY Spring 2012
University of California, Berkeley, Summer Program, Berkeley, CA Summer 2009, 2010

PROFESSIONAL EXPERIENCES

ASOS.com, International Marketing Intern, London, England Summer 2012
ASOS.com is a global online fashion and beauty retailer with 2000 employees and \$785million revenue

- Measured the affiliate performance at 50+ Menswear sites by LinkShare, and built relationships with top-20 media publishers; tested email marketing effectiveness in yielding traffic, and proposed to customize content by segments; resulting in 33% increase in promotional sales
- Designed survey questionnaires for 400+ customers and analysed survey results for Premier Shipping Membership Program; 30% of loyal customers purchased the Membership after the first month
- Developed competitive analysis of 20+ main competitors in China and created shopping guidance and PR materials tailoring to Chinese customers; ASOS' comScore ranking increased 400 places after the materials were published
- Persuaded the U.S. team to adjust product display for the U.S. site, and worked with the technical team to implement, gaining 10% increase in average click rate and 20% in sales of top products

UBS, Marketing & Wealth Management Intern, New York, NY January to May 2012

- Conducted segmented regressive analysis on 300+ clients to create a 3-tier segmentation strategy; result was a 10% increase in the amount of transactions from the "Tier 1" clients after the first two months
- Crafted marketing materials from UBS internal Advisor Marketing Center and customized the content for five financial advisors

BrightPoint, Marketing Intern, Indianapolis, IN Summer 2011
BrightPoint is a global leader in wireless device lifecycle services with 5000 employees and \$5.2B in revenue

- Utilized SPSS and econometric modeling to analyze more than 600 respondents' survey results in a Brand Health Assessment Research, simplified 40 services into a single, unifying category; leading to a simple and relevant brand positioning statement
- Executed in-depth analysis of BrightPoint and its five major competitors' social media performance; created visual maps to measure the integration of six social media channels and websites; led to a brand new integrated social media campaign with 300% increase in followers

EXTRACURRICULAR ACTIVITIES

Student Marketing Coordinator, Indiana University Cinema

- Created digital marketing campaigns, connected local publications, professors and 11 student clubs to develop Student Marketing Initiatives; gained 2300+likes on Facebook, 900+followers on Twitter, causing a 20% increase of movie ticket sales

Team Leader of Human Capital Team, Corporate Strategy Club Local Business Consulting Project

- Led five business students to conduct data analysis and in-depth employee interviews to evaluate a spa retailer's human capital challenges; proposed a new reward system and implementation was underway

ADDITIONAL SKILLS

Technology: Microsoft Word, Excel, Access, PowerPoint, SPSS, LinkShare, comScore, Salesforce.com, Prezi, Photoshop, InDesign
Certifications: Marketing Research-The University Of Georgia; Fashion Promotion-Central Saint Martins