**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