

# LIU Xiling



Phone:18936898163 | Email:reaxiling.l@gmail.com

## PROFILE SUMMARY

A professional in Strategic Marketing and Consulting educational background at University of Birmingham,UK.Skilled in approaching projects from market and consumer perspectives,combining data analysis and cross-cultural communication to drive efficient project implementation.Enjoys taking on challenges and thrives in diverse environments with a commitment to continuous learning and growth.

## EDUCATION

- University of Birmingham

MSc Strategic Marketing and Consulting

Sep 2024-Feb 2026
- Core Courses: Strategic Marketing and Management, Consulting Skills and Practice, Digital and Innovative Marketing,Problem Solving and Strategic Practice,etc.
- Yangzhou University &Charles Sturt University,Australia

BA International Business Management

Sep 2020-Jun 2024
- Completed bilingual instruction and obtained dual degrees.
  - Core Courses:International Trade, Strategy and Corporate Management, Marketing, Consumer Psychology, Global Strategic Management, Business Data Analysis, etc.
  - Awarded Second-Class Scholarship,Academic Excellence Award, Outstanding Student Cadre, and other honors.
  - Demonstrated well-rounded performance with a GPA of 85.8/100.

## INTERNSHIP EXPERIENCE

- Jones Lang LaSalle (JLL)

Shanghai, China

Marketing Intern

Oct 2025 - Feb 2026
- Assist with daily marketing operations, including event support, content creation and distribution, and social media management.
  - Participate in graphic design and video production, utilizing tools like Canva/Photoshop to create promotional materials and enhance brand visual communication.
  - Collaborate on creative content planning and execution by leveraging trending topics and social media platforms (e.g., Video Accounts, Xiaohongshu) to boost user engagement and brand visibility.
- Unique Tech Solution (Ltd)

Birmingham,UK

Strategic Marketing Intern

Mar 2025 - Sep 2025
- Participated in the go-to-market strategy planning for the AI education product Automated Teacher Assistance (ATA) Platform. Responsible for brand and product positioning, competitor analysis, and launch strategy research. Developing a B2B2C business model targeting schools and digital marketing plans, completing corresponding business plan reports.
- BlueFocus PR Consulting

Beijing,China

Overseas Operations Intern

Jul 2023 - Aug 2023
- Supported overseas promotion for the game Rise of Kingdoms, drafted multiple versions of advertising scripts,optimized content based on user data,and helped improve ad click rates. Coordinated influencer resources across multiple overseas platforms, contributed to developing brand content guidelines, facilitated cross-cultural team communication and project execution ,and drove user engagement growth.
  - Coordinated influencer across platforms such as YouTube, Fiverr, and TikTok, screened creators aligned with brand tone, developed influencer content guidelines (including brand messaging and visual standards), ensured consistent global promotion style with regional cultural adaptation, reaching over 500,000 users worldwide.
  - Handled daily administrative tasks:established a "daily briefing+weekly review"mechanism to synchronize project progress.

## PROJECT EXPERIENCE

- B:Music Non-Profit Music Organization Consulting Project Birmingham,UK

Key Analyst

Feb 2025-May 2025
- Contributed to optimizing audience engagement strategies for Birmingham cultural institution B:Music. Conducted competitor research (CBSO,Hippodrome,etc.) and questionnaire analysis (80+valid samples), assisted in completing consulting reports and delivered presentations.The team received the highest score in the program (84/100). Applied organizational behavior theories to improve team collaboration processes and enhance communication efficiency.
  - Utilized double-loop learning (Argyris) and psychological safety theory (Edmondson) to enhance cross-cultural team collaboration efficiency.
- Marketing and Consumer Behavior Research Project

Co-First Author,Data Analyst

Apr 2021-May 2021

- 
- Led by a Tsinghua professor, the team designed a survey based on 302 questionnaires covering consumers from five industries including beauty and digital products, exploring the impact of fake followers and influencer scale on brand collaboration effectiveness.
  - Used SPSS for regression analysis and significance testing to verify the correlation between "fake follower ratio," "influencer category," and "brand collaboration effectiveness (trust/purchase intent)," identifying key factors influencing user engagement.
  - Findings published in the International Conference ICMRED 2023: *Xiling Liu, Di Mao. (2023). Looking For "Cash Cow" Influencers: Influencer Category, Fake Followers, Follower Engagement and Influencer Marketing Strategy. Economics Management and Political Sciences.*

---

## CAMPUS EXPERIENCE

### Yangzhou University Business School Student Association Union & Dance Association

#### Deputy Head of Promotion Department & Association Chair

Sep 2021 – Jun 2023

- Organized and planned the "Never Stop Dancing" series of online events, attracting significant student participation through social media and live dance courses.
- Innovatively used the Douyin platform to promote live courses, attracting 300+ viewers per session with total likes 10,000+.
- Led a 15-member project team in organizing multiple large-scale online and offline dance and evening events, demonstrating strong organizational and choreography skills.

---

## SKILLS

- Experienced in customer research and market strategy planning, capable of conducting user journey analysis and pain point identification.
- Proficient in data processing and analysis, using tools such as SPSS and Google Analytics to support decision-making.
- Strong cross-cultural collaboration and project management experience, skilled in communication and execution within diverse teams.
- Languages: Native Chinese; Fluent English (IELTS 7.5); Passed CET-4 and CET-6.
- Interests: Street dance, fitness.