

1900 California St, Apt 7  
Mountain View, CA 94040

## SHUYING(DANICA) XU

(415)623-6776  
SHUYING76@GMAIL.COM

### EDUCATION

<b>San Francisco, CA</b>	<b>San Francisco State University</b>	<b>Spring 2013 - Summer 2014</b>
<i>B.S. in Business Administration</i>		<b>in Dean's List</b>

### QUALIFICATION

- IRS Certified Tax Preparer in 2014
- Proficient with Microsoft Office, including Word, Excel and Access
- Advance skills in data mining with strategic thinking
- Fluent in Chinese, both Cantonese, Mandarin, and English
- Advance experience with CRM system

### EMPLOYMENT AND SCHOOL ACTIVITIES

#### **Marketing Specialist**

#### **SINA COM ONLINE**

**Jul 2014 – Present**

A goal-driven marketing specialist who effectively evaluates needs and creates compelling campaigns and programs that focus on helping U.S. and Chinese companies in marketing their brands and business to mainland China and North America through Sina and Weibo social network - e.g. taking responsibility for key programs, to support product launches, promotions, and brand affiliations while writing quality contents for consumer Website, flyer, online advertising/media and e-mail communications in Chinese and in English.

#### *Daily responsibility:*

- Managing 5+ marketing campaigns on Weibo and Sina page at the same time, using statistical theories to analyze 10+demography elements with multi-social interests;
- Researching and writing quality contents for Weibo activities, feeds, campaigns and emails;
- Leading design team to produce quality images and creative;
- Developing and maintaining strong sustainable business relationship with partners and clients;

#### *Key Achievements:*

- **Launched first U.S. Sina Weibo social media and marketing workshop:** Invited 800 loyal customers and 500 attendees; promoted online to offline communication programs and increased quarter enterprise accounts revenue by 24.4%.
- **Participated in brand integrated partnership and media collaborations:** launched feature *Journeys in America: The Stories of Asian Americans*; celebrated the "Working Together" mindset and provided continuity during campaign flight; Participated in Weibo and Wells Fargo, Acura and Xoom partnership through 2014 to 2015, including writing press releases, media partner communications and media relations.
- **Recruited first group of Weibo Key Opinion Leaders in the U.S.:** Included celebrities, medias, social media elites and industry expertise; at the end of Oct, our team has recruited 30 KOLs.
- **Designed and managed a beauty Ecommerce store's social media campaign:** spent 850 dollars in result of 650k views, 8531 reposts and increased 8,000 + fans in 15 days.

#### **Radio Principle Host**

#### **Global Chinese Radio AM 1400**

**December 2009 – July 2014**

- Researched, drafted and reported Chinese current issues, entertainment and music news;
- Interviewed with fate teller masters weekly to explore the Chinese cultural phenomenon;
- Designed creative commercial ads and holiday promos in a team of 3;

#### **Tax Prepare & Accounting Intern**

#### **Philip Guan CPA Inc.**

**March 2013 – July 2014**

- Performed monthly bank reconciliation for multiple clients' bank accounts using software QuickBook, and prepared P&L, BS reports to assist financial analysis;
- Filed tax returns for customers and small corporate companies using software Drake;

#### **President**

#### **World Music Club of City College of San Francisco**

**December 2011- May 2012**

- Led a 20 person team effectively allocated the jobs according to the different characters of each team player;
- Initiated the first inter-college karaoke competition with over 100 participants;