XIN (Diana) LIU

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Education

Master of Arts in Digital Studies of Language, Culture, and History University of Chicago, The Division of the Humanities
- Concentration in **Digital Text Processing**
- **Expected Graduation:** June 2024

Bachelor in Bandier Program for Recording and Entertainment Industries, Minor in Data Analytics Syracuse University, S.I. Ne4whouse School of Public Communications & Information School
- **GPA:** 3.75/4.0
- **Graduated:** May 2023

Skills

- **Creative Skills:** Canva, Adobe Creative sets, including Illustrator, Photoshop, Premiere Pro
- **Technical Skills:** Chartmetric, Advanced Excel, RStudio and R console, SQL, Microsoft SQL Server Management Studio (SSMS), Microsoft Access/ODBC Client-Server Connections, Minitab, Microsoft Office 365

Keywords about Me: Music-enthusiastic, Branding & Marketing, Data Analyses, Marketing Analyses, "Everything is possible" Attitudes, Strong Interpersonal and Communication Skills

Work Experience

Intern, Directly Reporting to Cofounder   *June 2022 – Aug 2022*
Pantheon Podcast, Network Department – Pacifica, CA/Remote

- Analyzed internal data to identify 20+ potential **digital marketing** and **music release** platforms, including industry giants such as **Apple**, **Spotify**, **Google Podcasts**, and **Pandora**, tailored specifically for user demographics

- Single-handedly managed podcast **audio** and **visualization** furnishing through **Simplecast**, ensuring prompt posting and effective reach, driving the company's digital marketing capabilities and strategies

- Initiated and managed a comprehensive **online database** using Google Sheets, consolidating diverse data such as podcast timelines, **social media** account details, and listenership metrics, leading to 25% enhanced operational efficiency

- Identified strategic shifts in the social media landscape, advising that **ADORI's** visual podcasting approach was not aligned with the emerging trends favoring short video platforms like **TikTok**, thereby helping company pivot its content strategy

Branding and Promotion Intern   *June 2021 – Aug 2021*
M&C Saatchi, Branding Department - Shanghai, China

- Designated as the principal researcher among interns to study joint ventures, leading to the execution of 3 comprehensive **case studies** which identified market opportunities, all presented in high-stakes **bidding** scenarios

- Contributed to a unique project centered on Imma - a Japanese **Virtual Idol**, designing specific **marketing** components (screen flash and offline flash) through extensive study of layout and color distribution for virtual idols on Instagram

- Brainstormed and pitched creative elements such as **slogans**, **promotional timelines**, and **social media campaigns**, which utilized tools like **Canva** and **Photoshop**, increasing 20% engagement among Gen Z audiences

- Collaborated intensively with the **creative department** to design key visuals for marketing deliverables, offering **script ideas**, and **graphic designs** via **Adobe Illustrator**. These efforts enhanced the impact of marketing campaigns

Public Affair Intern   *June 2020 – Aug 2020*
Bilibili, Public Affairs Department - Shanghai, China

- Pioneered the **digital** strategy in the launch of the annual large-scale event, "Double 5 Shopping Carnival," creating a seamless integration of **online** and **offline** customer experiences in partnership with the Huangpu District government

- Built audience **databases** in collaboration with data department and identified the top 20 **intellectual properties** to partner with, successfully drew an impressive audience of 100,000+ offline attendees and 3.5 million online viewers

- Executed a comprehensive survey on application usage preferences, analyzing 20,000+ **surveys** into a detailed 30-page research report on appeals, locations, time span, and budgeting, providing critical insights into **event planning**