

# Ziyu (Ruby) Xia

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## PROFESSIONAL SUMMARY

A Globally minded undergraduate with a strong foundation in business, marketing, and informatics, strengthened by multicultural experiences across China, Japan, and the U.S. Highly adaptable with a growth mindset and long-term interest in strategic, purpose-driven global roles. Skilled at synthesizing data and cultural insight into actionable marketing strategies that drive engagement across diverse audiences.

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## SKILLS

**Tools:** Excel, PowerPoint, Word, Outlook; Adobe Acrobat; Figma, Canva; basic R & Python; Quarto; AI-assisted drafting/QA

**Communication & Content:** Slide editing; concise summaries; terminology accuracy; label-first charts

**Research:** Audience/competitor scans; source-backed notes; briefing materials for outreach/interviews

**Organization & Coordination:** File/repo hygiene; link management; simple trackers (deadlines, assets); clear meeting notes

**Languages:** English, Japanese, Chinese (professional translation and live interpretation)

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## EXPERIENCE

### International Business Development & Marketing Intern

*SpectraCell Laboratories – Remote / June 2025 – September 2025*

- Translated and localized technical and marketing materials into Japanese, demonstrating precision in communication and cultural adaptation.
- Prepared and formatted bilingual webinar slides for 100+ participants, ensuring message clarity and professional delivery.
- Interpreted live for international attendees and coordinated between U.S. and Japanese teams across time zones.
- Contributed insights in weekly marketing strategy meetings analyzing campaign performance, creative testing, and audience engagement.
- Strengthened digital marketing, project management, and cross-cultural communication skills through hands-on global collaboration.

### Seasonal Sales Associate

*White House Black Market – Troy, MI / June 2025 – August 2025*

- Assisted customers with product selection, styling, and fitting room support to deliver a polished, boutique-like experience.
- Processed transactions, returns, and loyalty program sign-ups efficiently and accurately.
- Prepared and packaged online orders for pickup and shipping, ensuring smooth customer handoffs.
- Maintained store presentation through restocking, executing floor sets, and upholding brand merchandising standards.
- Collaborated with team members to meet daily sales goals while completing training in customer service and product knowledge.

### Student Relations & Marketing Committee Member

*Undergraduate Women in Business Association (UWiB) – Seattle, WA / October 2024 – June 2025*

- Designed flyers, graphics, and social media content to promote events and internship opportunities to 200+ student members.
- Created digital marketing content, increasing event visibility and engagement across social channels.
- Planned and executed networking activities (e.g., karaoke night, mixers) that increased member participation and community engagement.
- Verified internship deadlines and postings, ensuring accurate, helpful information for peers seeking career opportunities.
- Collaborated with peers to propose event ideas, give feedback, and support continuous program improvement.

## **Marketing Strategy & Business Analytics Competitor**

*American Marketing Association (AMA) Case Competition – Seattle, WA / February 2025*

- Collaborated with a 3-person team to identify Vancouver, Canada, as an optimal entry market based on data-driven research.
- Led branding and campaign development, integrating sensory branding (sight, sound, scent, touch, taste) to enhance brand perception.
- Conducted competitive benchmarking, consumer analysis, and 12-month marketing roadmap design including digital and influencer strategies.
- Presented insights and campaign recommendations to judges, strengthening business communication and presentation delivery skills.

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## **SELECTED PROJECTS**

### **INFO 201 Dashboard — Storm Events & Zillow Home Values (Quarto, R) / November 2025**

- Built a 4-page Quarto dashboard (Storm, Zillow, Data Context, Group Info) with searchable tables (DT) and interactive plots (ggplotly).
- Implemented clear labels/titles and basic wrangling (select(), rename()) aligned with course slides; documented sources and sample context.
- Role focus: layout/theme polish, accessibility, and rubric alignment (meaningful labels, two distinct chart types, embed-resources).

### **King County Market Analysis – RE 250 Team Project / October 2025**

- Built a data-driven market brief to support a hypothetical \$100M investment: scoped the study area, compiled supply/demand data (inventory, pipeline, rents, vacancies), and delivered a risk-aware recommendation with cited sources.
- Produced side-by-side sub-market comparisons (tables and small-multiple charts) with consistent labeling and a maintained citation log.
- Articulated key assumptions, limits, and next-step sensitivities for a non-technical decision audience.

### **Mindful Informatics: Reflecting on the Human Side of Technology – INFO 200 / March 2025**

- Collaborated with a 20-member section to design an interactive website exploring mindfulness, ethics, and human-centered approaches in informatics.
- Presented on algorithmic bias and digital well-being; created accessible visuals and layouts using Figma and Canva to enhance storytelling and user engagement.
- Applied ethical and design principles to communicate how technology can balance innovation with empathy and inclusion.

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## **EDUCATION**

### **University of Washington, Seattle**

Bachelor of Arts, Intended Major: Communication | Business Minor

Expected Graduation: June 2027

**Relevant Coursework:** Business and Economic Calculus (MATH 112) | Microeconomics and Macroeconomics (ECON 200, 201) | Personal Financial Literacy (FIN 205) | Intro to Statistical Methods (QMETH 201) | Gender and Information Technology (INFO 102) | Social Media, Ethics and Automation (INFO 103) | Intellectual Foundations of Informatics (INFO 200) | Foundational Skills for Data Science (INFO 201) | Introduction to Law (MGMT 200) | Introduction to Real Estate (RE 250) | Introduction to Communication (COM 200) | Accounting and Financial Reporting (ACCTG 215) | Managerial Accounting (ACCTG 225) | Intro to Philosophy (PHIL 100) | Intro to Japanese Cinema and Media (JAPAN 325) | Fourth Year Japanese III (JAPAN 403)