

Ziyu (Ruby) Xia

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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)

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.
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SELECTED PROJECTS

Data Analysis & Visualization (R + Quarto) — University of Washington | Oct – Dec 2025

- Cleaned and transformed public datasets; produced labeled, “label-first” charts.

- Authored a reproducible Quarto report with clear captions and non-causal wording.

King County Market Analysis — Real-Estate Brief (Team) — University of Washington | Oct– Nov 2025

- Consolidated public and broker sources into a supply/demand and risk narrative with citations.
- Built scenario tables (base/optimistic/conservative) to frame recommendations.

English – Japanese Translation Samples (Derived) — Technical Localization — Portfolio Artifact | 2025

- Prepared paraphrased samples imitating internship-level clinical/technical content.
- Maintained terminology consistency and professional register; created a mini glossary and translator’s notes.

AMA Case Competition — Singapore Airlines (Marketing Strategy) | Feb 2025

- Built a multi-channel launch plan with a KPI framework and five-year outlook.
- Synthesized audience and competitor research into an executive briefing deck and presented to judges.
- Produced a 12-month channel mix with benchmarks, an assumptions log, and risk mitigations.

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 (R E 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)