



Austin, TX | (512)-775-1736 | xindixu@utexas.edu

[linkedin.com/in/xindi-xu](https://www.linkedin.com/in/xindi-xu) | Website: xindixu.space

EDUCATION

The University of Texas at Austin

May 2019

- BS in Advertising & BA in Japanese, certificate in Computer Science, minors in Business & History | GPA: 3.95/4.0
- College of Communication Dean's Honor List, College of Liberal Arts Dean's Honor List (Summa cum laude), University Honors (4 semesters)

EXPERIENCE

Daikin North America, Waller, TX – Digital Marketing Intern

Jun. 2018 – Present

- Collect, analyze, visualize supply, demand, performance data in HVAC market to help company determine best locations to open new branches or cooperate with existing distributors using Tableau, Excel, MS SQL, and Google Map API
- Assist on analyzing data from sales enablement app, Showpad, and derive insights to improve contents that help dealers to close more sales
- Write scripts to extract Facebook comments and messenger data, and categorized them, saving a person several hours per week if doing it manually
- Co-designed a mobile assembly line, demonstrating core HVAC technologies, to attract more job applicants among college students and to encourage K-12 kids, especially girls, to pursue a career in manufacturing and engineering, and develop & execute marketing strategy for it

B*Tru Arts, Austin, TX – Advertising Intern & Web Developer

Feb. 2018 – May. 2018

- Develop advertising strategies for annual events, such as InspiroFest, UMLAUF family day, etc.
- Brainstorm and execute ideas, including interactive web games, posters, flyers, gifs, sponsor invitations, social media posts, etc.
- Design merchandise with technologies such as lenticular printing to reflect individual event theme and raise funding for the organization
- Develop and maintain organization's current website, including layout, UX design and content generation with Squarespace
- Redesign organization's website from scratch with WordPress, including content migration & editing, incorporating animations & user interaction

CAREER PROJECTS

Our Next Branch – Supply vs. Demand Analysis & Data Visualization

Jun. 2018 – Jul. 2018

- Visualize data in Tableau, analyze which locations in North America have insufficient HVAC distributors to help the company decide the best location to open new branches and negotiate with existing distributors
- Collect address for all branches of top 50 distributors from '16 - '18, 3 competitors own branches, and company own branches by scraping websites with ParseHub, saving around \$120 per website if outsourcing, yielding more than 4,000 locations, as for supply side
- Geocode all locations by importing Google Map API to MS Excel to de-duplicate locations, improve accuracy, and standardize address format
- Collect and organize data on household population, percentage of 10-to-20-year-old houses, percentage of household depend on electricity, in US, transform them from ZCTA to Zip Code to ensure accurate data overlay in Tableau, as for demand side
- Import performance data such as market share data and sales data from MS SQL to Tableau to further improve the model and aid decision
- Combined different data, analyze, visualize and interpret them in different ways to provide more insights.

ACADEMIC PROJECTS

Pleasant Along the Journey – Groovy Automotive Media Strategy

Feb. 2018 – May 2018

- Collaborated with 5 classmates, developed a media plan for Austin local brand, Groovy Automotive to help them expand to Colorado Springs, CO
- Researched multiple websites and consumers insights, boiled down to brand & product variables, as a part of the situation analysis
- Pulled data from SDRS, SQAD, AdWords & BlueLine Media, and summarized into a media menu, including print, broadcast, display ad, SEM & OOH
- Developed media strategy according to the selected target, based on their media consumption, demographics & psychographics, and identified KPIs for different stages (pre-launch, launch, summer special, fall and winter/holiday season)
- Planned a 7-month media schedule on 8 different media vehicles/channels and conducted cost vs. reach & frequency analysis for every medium
- Calculated the spend & impression for each medium, month, and stage of the media plan, and ensure that the plan was within \$15,000 budget

Enron Raptor – Theater Puppet Suits

Aug. 2017 – Dec. 2017

- Worked with 15 classmates to construct 3 unprecedented velociraptor puppet suits for UT Spring stage production, Enron
- Designed and constructed movable and controllable hands and claws with Adobe Illustrator, CNC machine, laser cutter and 3D printer
- Assisted on designing Wi-Fi-controllable central shield to light up the raptors with EL wires and LED stripes to meet the deadline
- Created blog posts, edited weekly progress videos and posted on YouTube channel for publicity

SKILLS

Digital Marketing: Data Analysis/Visualization (Tableau), Google Analytics

Layout/Web Design: Adobe Photoshop, Illustrator, InDesign, CMS (Squarespace, Wordpress)

Video Production/Editing: Adobe Animate, Premiere, After Effects, 3D modeling (Maya)

Programming: Java, Python, web development (LAMP), game development (HTML, JavaScript), iOS development (Swift, Xcode), Processing

Languages: native speaker of Chinese, proficient in Japanese