

Nannan Xia

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EDUCATION

Master of Business Administration

May 2014

University of Houston-Clear Lake, Houston, TX

Bachelor of International Business and Trade

June 2012

China University of Geosciences, Beijing, China

EXPERIENCE

Yiming Social Studio

7/2010 to 9/2010

Marketing Director Assistant

- Used social media resources to build professional and lasting relationships with consumers, bloggers, and experts in various fields, developing strong sustainable word-of-mouth and brand evangelism.
- Research and communicate daily and monthly monitoring reports to clients on social media and online conversations with recommended strategies and implications.
- Helped drive social media strategy, interactive marketing and word-of-mouth programs for Yiming group.

Hers Fashion Company

7/2011 to 9/2011

Blogger

- Responsible for opinionated, stylish writing and frequently posting new content to the blog.
- Developed or revised text for online communities, press releases, web articles and video blogs.
- Demonstrated the ability to write professionally for varied audiences and consistently meet tight deadlines.

Beijing Jianghong Media Co., Ltd.

2/2012 to 7/2012

Social Media Planner

- Responsible for developing strategic proposals for digital advertisers, coordinating with media team on inventory availability, allocating the budget according to client objectives.
- Used market intelligence to build plans and translated social media activity into performance metrics.
- Developed innovative media content across web, mobile and email platforms.

University of Houston-Clear Lake Academic Computing Lab, Houston, TX

8/2013 to Present

Computing Lab Assistant

- Assisted students and faculty in using computer facilities and performed reports and statistics on program usage.
- Prepared graphic, diagrams and presentations using the various software and applications in aid of the teaching staff.
- Assisted in following proper procedures, answered questions, and attempted to resolve repetitive problems.

Skills

- Computer: Microsoft Word, Excel, PowerPoint, Access, Outlook
- Language: Fluency in English and a native speaker in Chinese (Mandarin)