

# Xinyi (Tiffany) Zhang

917-683-0032 xz4405@nyu.edu  
<https://www.linkedin.com/in/xinyi-zhang-2a8799290/>

## EDUCATION

- New York University** Sep 2023 - May 2025  
Integrated Marketing, Master of Science  
New York, NY
- GPA: 3.83 / 4
- Beijing Normal University - Hong Kong Baptist University United International College (UIC)** Sep 2019 - Jun 2023  
Public Relations and Advertising, Bachelor of Arts  
Zhuhai, China
- GPA: 3.58 / 4
  - Awards: Dean's List, President's Honour Roll

## SKILL SET

- **Skills:** Photoshop, Illustrator, Premiere, Canva, Office 365, Google Apps, SEO, MailChimp, Wix, Wordpress, HubSpot CRM, Database, Notion, Slack
- **Languages:** English (Fluent), Chinese (Fluent)
- **Activities:** Top 100 Teams of 2022 L'ORÉAL Brandstorm, National Advertising Design Competition for College Students, Excellent Award in Academy Award of Advertising Festival of Chinese College Students

## INTERNSHIP EXPERIENCE

- TexTale** Jan 2023 - May 2023  
Public Relations & Content Marketing Intern  
Shenzhen, China
- **Influencer Marketing:** Recruited 300+ influencers, boosting sales and social engagement, resulting in 20,000+ video plays and 1,000 new followers
  - **Social Media Analysis:** Analyzed competitors' strategies, enhancing TexTale's social media presence with a 50% increase in engagement
  - **Promotional Campaigns:** Led April Fool's Day campaign with Product Department, increasing specific product sales by 20%
- Shenzhen SuperMonkey Health Management** Jan 2022 - Sep 2022  
Branding Strategy Intern  
Shenzhen, China
- **Social Media Operation:** Boosted Xiaohongshu account with events and content, achieving over 10,000 reads and 5,000 new followers
  - **Brand and Influencer Collaboration:** Led partnerships with 30 influencers and brands like Nestle, driving 210,000 clicks and significant sales increase
- Insta360** Jun 2021 - Aug 2021  
New Media Operation Intern  
Shenzhen, China
- **Social Media Management:** Managed accounts on Xiaohongshu, Kuaishou, Weibo, Douyin; achieved 270,000+ thumbs up and 3,000+ new followers
  - **Collaborative Content Creation:** Led 10 outdoor shoots, coordinated with multiple departments to align product promotion with trends
  - **User Engagement & Analysis:** Analyzed engagement metrics, responded to feedback, enhancing follower relationships and content strategy

## RELEVANT EXPERIENCE

- UIC Charitable Association** May 2021 - Nov 2022  
Member of Liaison Team, UIC  
Zhuhai, China
- Oversaw logistics, from supply procurement to participant coordination for event success
  - Led the 12th Zhuhai Student Philanthropy Forum, educating 300+ students on social issues
- PRA Professional Association** Nov 2019 - Apr 2021  
Member of Planning Department, UIC  
Zhuhai, China
- Managed PRA's official and video accounts, crafting public communications and layouts
  - Coordinated with guests and on-site logistics, boosting major's account by 200 followers