

Tina Xu

New York, US | +1(860) 656-8251 | tina.xuyingg@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

New York University Shanghai

Bachelor of Science in Business & Finance; Marketing Track

- Minor in Interactive Media Arts

New York/Shanghai

May 2026

WORK EXPERIENCE

Pacagen & RE:YOU

Marketing Associate

New York, US

July 2026 - Present

- Designed TikTok Shop content strategy, optimizing product pages and lifting conversion rate 10% while maintaining strong CTR
- Leading build-out of in-house TikTok Live (host recruiting, scheduling, production), projecting 2x GMV versus prior agency model
- Sourced 100+ influencer leads weekly (up to 100K followers, doctors/specialists) for a beauty launch, closing 5 partnerships weekly
- Oversaw a 20-creator weekly influencer incubator, setting content deliverables and playbooks to drive consistent TikTok sales growth

Rednote

Marketing Intern

Shanghai, CN

Jan 2026 - May 2026

- Executed content strategy across 4 verticals, using platform analytics, driving 100K+ views and 30% above-benchmark engagement
- Compiled daily competitive and performance briefings for leadership, informing content pivots that lifted click-through rates ~20%
- Led weekly syncs with cross-functional collaborators, maintaining a shared deliverables tracker that reduced missed deadlines by half
- Facilitated end-to-end logistics for a 50+ person launch event, coordinated with vendors, tracked budget, and delivered under budget

Beyond Border Group

AI Generated Content Intern

Shanghai, CN

Oct 2025 - Jan 2026

- Built a bilingual content pipeline across website, LinkedIn, and WeChat, growing audience (10K+ followers) and boosting engagement
- Mapped US-China consumer behavior and competitive landscapes to inform creative strategy, contributing to 2 client campaign briefs
- Developed pitch decks with data-backed strategic recommendations, accelerating client alignment, reducing approval cycles by ~1 week
- Applied full-cycle AIGC workflows to campaign development, improving content production and contributing to 2 client deal closures

Us Two Tea

Digital Marketing Intern

New York, US

Jan 2025 - Aug 2025

- Designed a seasonal Instagram campaign across reels and static posts, generating 100K+ views and 20% follower growth in 6 weeks
- Analyzed e-commerce analytics to restructure pricing strategy, driving a 10% increase in customer acquisition and reducing bounce rate
- Benchmarked competitors across social, pricing, and e-commerce models, delivering strategic recommendations for a new demographic
- Coordinated a 200+ person founder event, managing vendor logistics, budget tracking, and day-of execution to convert new customers

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

NYU Shanghai Commencement Committee

Director of Marketing

Shanghai, CN

Sept 2025 - May 2026

- Directed multi-channel marketing campaigns across Instagram/WeChat, reaching 90% class engagement across 15+ annual grad events
- Managed a 30+ person team to produce digital content and email campaigns, building a content calendar to ensure consistent output
- Collaborated with a 100+ member committee to execute grad events, coordinating logistics and budget tracking (\$100K+ production)

TAMID Group

E-Board Treasurer

Shanghai, CN

Aug 2022 - May 2024

- Partnered with vendors and sponsors to secure venues and promotional materials, boosting event participation by 25% year-over-year
- Managed a multi-currency balance sheet and budget tracker, recording finances and reconciling POs across 10+ events and initiatives
- Led mentorship workshops for 50+ members, resume building, networking strategy, and optimization to improve placement outcomes

L'Oréal Brandstorm

Marketing Lead

Shanghai, CN

Jan 2023 - May 2023

- Spearheaded innovation strategy, designed prototype for an AI beauty platform with VR scanning features tailored to Gen Z consumers
- Built a value proposition and competitive positioning deck, presenting strategic recommendations directly to L'Oréal senior executives
- Placed national Top 200 (Top 3%), driving strategy development, delegating work, delivering consumer insight-driven recommendations

SKILLS & INTERESTS

Languages: English (Native) | Chinese (Native) | French (Intermediate)

Technical Skills: Office (PPT, Word, Excel) | Adobe Creative Suite | CapCut | Canva | DaVinci Resolve | SQL | Python | Arduino

Other Skills: B2B/B2C/D2C | Data Analytics | Digital Strategy | Branding | Content Creator (1.1M+ total views) | Videography