

XINYI (LEXIE) LIU

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EDUCATION

Vanderbilt University, Owen Graduate School of Management

GPA 3.5 / 4.0 | Master of Marketing, Class of 2026 (STEM)

Core Courses: Content Strategy & Communication, Statistics, Pricing Strategy, Consumer Insights, Brand Management

Nashville, TN

Aug 2025 – May 2026

Rhode Island School of Design

GPA 3.85 (Honor Student) | Bachelor of Fine Arts, Minor: Theory and History of Arts and Design

Providence, RI

Sept 2019 – June 2024

EXPERIENCE

Infopro Digital, Inc.

Marketing Intern

Jan 2026 - May 2026

- Growth Marketing:** Drove Luxe Pack trade show growth through integrated social media and email campaigns; achieved +24.7% YoY pre-registrations (to 8.8K) and +19.5% YoY total attendance for the LA edition, and +7.4% registrations and +4.5% attendance within just three weeks for the NY edition.
- Social Media Content:** Led Instagram and LinkedIn content via HubSpot, growing total social audience to 33.5K (+15.18%, ~4.4K net new); scaled Instagram followers from 17.4K to 18.7K with impressions up 88.5%, lifted LinkedIn impressions by 22.4%, and drove a 44.8% increase in social-referred website visits.
- Email Marketing Automation:** Built segmented email workflows and automation, running A/B tests to continuously optimize content and improve open and conversion rates. Built KPI dashboards (registration trends, engagement rates, etc.) to extract actionable insights and inform long-term brand and event positioning.
- Brand Visual Consistency:** Designed unified brand visual templates across marketing touchpoints, and leveraged AI to transform technical floor plans into 2.5D isometric marketing assets, improving visual quality and production efficiency.

P&G

Marketing Research Intern

Nov 2025 – Jan 2026

- Market Research & Strategy Assessment:** Conducted consumer and market research on Head & Shoulders and OLAY, producing 10+ intelligence reports across social, e-commerce, and content marketing; applied STP, SWOT, and competitive benchmarking to evaluate brand strategy and market opportunities, informing campaign planning and digital strategy.
- Data Insights:** Performed sentiment analysis on 200+ e-commerce reviews using Python, categorizing feedback into positive and negative word clouds to identify consumer perceptions and potential product issues.

Unilever

Brand Marketing Intern

Jul 2025 – Oct 2025

- Competitive Analysis:** Benchmarked 7 brands and 20+ SKUs for the The Laundress × Blueair aroma-purifier incubation concept across price, purification, scent diffusion, and user feedback; sized the "air health × scent experience" opportunity using 2 industry reports, distilling small-space users' core needs (quiet purification, natural light scent, controllable diffusion, easy maintenance) to inform product positioning and feature definition.
- Consumer Insights:** Designed a mixed-format survey (10 questions) and ran in-depth focus groups to identify 4 usage scenarios, 6 core pain points, and 4 user personas; proposed 3 technical solutions to the "purification × scent" experience conflict to guide R&D direction.
- Product Concept Integration:** Researched The Laundress's 5 core product lines, 6 signature scent types, and multi-channel user feedback, and explored 5 replaceable-scent formats (scent pads, gel cartridges, wick-oil modules, etc.); Built the new-product Message House, defining preliminary TA, value proposition, functional/emotional messaging, and a "scent refill & filter" repurchase model to support new product development.
- Social Media Campaign Planning:** Built a full-funnel RedNote campaign framework for Blueair, producing an SEO/SEM scenario-keyword matrix (home renovation, pet, maternity/allergy) and planning 3 scenario-based seeding (UGC) campaigns, a tiered KOL/KOC influencer matrix (top/mid/KOC), and a search-driven word-of-mouth content pool.

FunfitLand

VR Product Designer

Aug 2024 – Sept 2024

- Product Iteration:** Supported the PM in analyzing 4 VR fitness competitors across 5 dimensions (FOV, near/far-field UI, course filtering, onboarding, and motivation mechanisms); drawing on 80+ community feedback entries collected by the marketing team, proposed optimization directions for non-gaming users aged 35–60, including simplified onboarding, improved readability, and refined course filtering.
- Interface Design:** Contributed to 3 rounds of homepage redesign and rebuilt 5+ core interfaces (workout plan, favorites, community, profile, and settings), systematically resolving 10+ issues across readability, information hierarchy, copy, and visual consistency; Earned a 4.8 ★ rating on the Meta Quest Store during Alpha test. Generated 70+ AI course-card visuals with MidJourney to accelerate design process.

PROJECTS

One Day Entertainment Film Marketing Project

Oct 2025 – Dec 2025

Developed an integrated marketing strategy for the independent film Wide Open through a school-industry collaboration project. Conducted audience and positioning analysis, contributed to campaign concepts and presentation development, and won 2nd place in the final pitch.

Brown Political Review Art Director

Jan 2024 – Jun 2024

Collaborated with an 8-member Art Director team to guide a 25-member illustrator team for 27 Spring 2024 articles; supported illustrator recruitment and onboarding, aligned visual concepts with writers, reviewed sketches, and coordinated deadlines through final delivery.

Selected Awards

2024 - 2025

Recognized by American Illustration 43 as a Chosen Winner, Society of Illustrators Los Angeles West 62, Society of Illustrators 2024 Walt Reed Scholarship (\$1000), 3x3 Annual No.21 Merit, and iJungle Illustration Awards.

ADDITIONAL

Language: Mandarin, English (Fluent, TOEFL 106, GRE 321, IELTS 7.5)

Tools: Excel, SPSS, SQL, Tableau, Python, HubSpot, Qualtrics; Figma, Adobe CC, Canva, CapCut, Blender.

Certificates: Google Analytics 4, HubSpot Digital Marketing, HubSpot Email Marketing.

Skills: Market Research, Competitive Analysis, Consumer Insights, Survey Design, Social Media Content, Statistical Analysis, Presentation.

Hobbies: Swimming (National Level II Athlete), Rock Climbing, Editorial illustrations, Hand Crafting, Website Design.