

# TIANQI XU

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Personal Website: <https://cellbecky.wordpress.com>

## EDUCATION

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- **Boston University, College of Communication** 05/2020  
Master of Science, Advertising GPA:3.43
- **Hong Kong Baptist University, Division of Humanities & Social Science** 09/2018  
BA, Major in English Language and Literature / Minor in Public Relations and Advertising

## SKILLS, AWARDS & QUALIFICATIONS

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- **Bilingual** : Fluent in English and Mandarin
- **Design, Information Visualization and Computer Skills**: Microsoft Office Suite, Google Suite, Facebook Blueprint Certification, Photoshop, InDesign, WordPress
- **Data Analysis**: Power BI desktop, SQL

## EXPERIENCE

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- AdLab, Boston University - Account Executive** Current
- Administer a team for the largest student-run agency in the United States
  - Organize and coordinate the work progress of the creative and planning team through weekly and status reports
  - Communicate with clients like BU master's programs to understand requirements and present the projects
  - Work internally to develop strategy and creatives for clients
- China Economics Net, International Department - English Editor** 07/2017-12/2017
- Selected topics and compiled news releases in English independently
  - Organized and updated posts on WeChat per day, over 50 posts in total
  - Translated for two Television programs - Economics Weekly and Economic Hotpot from Chinese to English
- Center for Social Media Research, Peking University - Research Assistant** 01/2017-03/2017
- Edited data collection forms and created questionnaires to write social media's reports on Tuberculosis
  - Devised the subscribed emails of Social Media Weekly for official account of the research center
  - Attended conferences for the activity to popularize scientific knowledge about tuberculosis;
  - Cooperated with Bill Gates Foundation to plan activities to popularize scientific knowledge about tuberculosis, like HTML5 game
- Kidults New Media Studio – Social Media Director** 09/2016-12/2016
- Organized and executed offline PR activities such as collaborating with influencers and local restaurants
  - Implemented and improved strategies for online social media account to optimize coverage and grow subscription numbers.
  - Delivered articles through WeChat and Weibo; received over 5,000 clicks on several articles