

XINYI CUI

Los Angeles, CA | [LinkedIn](#) | [Portfolio](#) | 818-518-4315 | xinyicuiwork@gmail.com

EDUCATION

University of Southern California

M.S. in Integrated Design, Business and Technology (GPA: 3.9/4.0)

New York Film Academy

B.F.A. in Acting for Film

Los Angeles, CA

Sep 2025 - May 2027

Burbank, CA

Sep 2016 - May 2019

PROFESSIONAL EXPERIENCE

Prestigious Models & Image Powerhouse

Los Angeles, CA

Social Media Content Creator & Signed Talent

May 2021 - Present

- Built an independent Instagram community of 29K followers by leading short-form content strategy, production, editing, copywriting, and publishing; produced viral Reels with 2.3M and 1.2M views and gained 5,000+ new followers in one week.
- Executed 10+ monthly brand collaborations across lifestyle, music, and entertainment, while appearing as signed talent in commercial, print, and music-video productions for brands and artists including Apple, Cisco, ASICS, Blue Bottle Coffee, Tower 28, David Guetta, and Swae Lee.

Real Value Capital (RVC)

Remote

Marketing Intern

Apr 2026 - Jun 2026

- Produced 50+ content packages for LinkedIn and RedNote, including social posts, blogs, and market updates, handling topic research, scripting, copywriting, and publishing; increased LinkedIn reach from 200 to 1,000+ by shifting content toward audience-relevant themes.
- Developed brand positioning content, including visuals created in Canva and Figma, founder stories, and brand updates, while tracking performance to inform content strategy.

CLD PR & Experiential Productions

Los Angeles, CA

Public Relations Intern

Oct 2023 - Dec 2023

- Supported the Influencer Team by researching, vetting, and conducting outreach to 100+ creators across Instagram, TikTok, and YouTube; coordinated gifting placements and 50+ event invitations for brands including Celsius and White Fox.
- Coordinated product samples and inventory workflows through Launchmetrics Fashion GPS, improving tracking accuracy and streamlining sample check-in/check-out and merchandising logistics.

B.O.E. Global

North Hollywood, CA

Record Label & Recording Studio Intern

Jan 2022 - Jun 2022

- Created social media assets and supported content planning and publishing across Instagram and TikTok for artist releases, behind-the-scenes content, and label storytelling.
- Managed the company website and developed detailed profiles for 5+ artists, including biographies, genres, mood tags, discographies, and social media handles.
- Completed 50+ session reports and label-copy documents, verifying song files and credit records across 5+ artists to keep release handoffs accurate and on schedule.

SELECTED CREATIVE PROJECT

Independent Music Project

China / U.S.

Creative Direction, Live Performance & Social Promotion

Dec 2018 - Dec 2020

- Led creative direction across repertoire, visual identity, venue selection, and concert pacing; debut album *BLENDING* was exhibited at the Modern Art Museum Shanghai.
- Partnered with a media agency to promote 2 albums and concerts, generating 3M+ streams on NetEase Cloud Music, attracting 200+ attendees, and securing coverage from 5 media outlets.

ADDITIONAL EXPERIENCE

Citibank

Monterey Park, CA

Universal Banker

Jan 2024 - Dec 2025

- Managed 100+ daily client interactions in a fast-paced environment, resolved client needs through cross-functional coordination, and contributed to \$200K+ in monthly new business.

SKILLS & CERTIFICATIONS

Social Media & Marketing: Social Media Strategy, Content Planning, Content Creation, Community Management, Influencer Marketing, Creator Outreach, Campaign Execution, Brand Partnerships, Social Listening

Tools & Platforms: Instagram, TikTok, Facebook, LinkedIn, RedNote, Meta Business Suite, Canva, CapCut, Adobe Photoshop, Figma, Notion, Launchmetrics, Microsoft Excel

Certifications: Google AI (Feb 2026); Microsoft SQL Foundations (Mar 2026); INSIDE LVMH (Jun 2023)

Languages: English (Fluent); Chinese (Native)