

XINYI (CC) CUI

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EDUCATION

University of Southern California

M.S. in Integrated Design, Business and Technology

- GPA: 3.94/4.0 | Merit Scholarship
- Coursework: Marketing Strategy, Social Media Incubator, Product Management, Product Design

Los Angeles, CA

Sep 2025 - Aug 2027

New York Film Academy

B.F.A. in Acting for Film

Burbank, CA

Sep 2016 - May 2019

PROFESSIONAL EXPERIENCE

Independent / Freelance

Social Media Content Creator

- Manage 10+ monthly brand and entertainment collaborations from brief to launch, coordinating calendars, assets, approvals, publishing, and reporting to deliver campaigns on schedule.
- Grew Instagram to 29K followers and generated 3.5M+ Reels views, adding 5,000+ followers in one week by applying audience insights, cultural trends, and platform data.

Los Angeles, CA

Aug 2025 - Present

Prestigious Models & Image Powerhouse

On-Camera Talent

- Work across 50+ commercials, music videos, and branded productions for Apple, Cisco, and ASICS, partnering with creative and production teams to execute social-first branded storytelling.

Los Angeles, CA

May 2021 - Present

Real Value Capital (RVC)

Marketing Intern

- Coordinated 50+ LinkedIn, RedNote, and YouTube content packages from research and scripting through asset review, approvals, and publishing, keeping time-sensitive deliverables on schedule.
- Increased LinkedIn reach from ~200 to 1,000+ by analyzing audience, industry, competitor, and performance data and translating insights into content recommendations.

Remote

Apr 2026 - Jun 2026

Citibank

Universal Banker

- Managed 100+ daily client interactions and time-sensitive requests, coordinating appointments and internal follow-ups while maintaining accurate confidential records in a high-volume environment.

Monterey Park, CA

Jan 2024 - Dec 2025

CLD PR & Experiential Productions

Public Relations Intern

- Maintained a database of 100+ creators and coordinated outreach, gifting, inventory, and campaign tracking through LaunchMetrics and Excel, contributing to an approximately 40% creator posting rate.

Los Angeles, CA

Oct 2023 - Dec 2023

B.O.E. Global

Record Label Intern, Social Media & Operations

- Managed company website content and artist databases for 5+ releases, organizing artist profiles, credits, promotional assets, and release materials to maintain accurate, current information.
- Produced and published social content across Instagram, TikTok, and Facebook for 5+ artists, coordinating assets and deliverables to keep campaigns on schedule.

North Hollywood, CA

Jan 2022 - Jun 2022

SELECTED CREATIVE EXPERIENCE

BLENDING — Independent Piano & Concert Project

Creative Director & Pianist

- Led creative direction with a media agency for two sold-out concerts with 200+ attendees each, aligning promotion, visuals, venue experience, and production while two related albums generated 3M+ streams on NetEase Cloud Music.

China / U.S.

Dec 2019 - Dec 2020

SKILLS & CERTIFICATIONS

Marketing & Creative: Social Media Marketing, Content Strategy, Campaign Coordination, Creator & Influencer Marketing, Audience Research, Competitive Research, Short-Form Content, Creative Production, Public Relations

Project & Operations: Project Coordination, Timeline Management, Asset & Approval Tracking, Status Reporting, Database Management, Cross-Functional Collaboration, Deadline Management

Tools: Microsoft Excel & PowerPoint, Google Workspace, Adobe Photoshop, Canva, Figma, Notion, Miro

Certifications: Google AI Certificate (Feb 2026); Microsoft SQL Foundations Certificate (Mar 2026); Meta Data Analyst Professional Certificate (In Progress); INSIDE LVMH Certificate (Jun 2023)

Languages: Chinese (Native) | English (Fluent)