

XINYI CUI

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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

Signed Talent & Freelance Content Creator

May 2021 - Present

- Delivered 10+ brand collaborations monthly across fashion, beauty, lifestyle, and entertainment, and appeared as signed talent (via Prestigious Models & Image Powerhouse) in commercial, print, and music-video productions for brands including Apple, Cisco, ASICS, Blue Bottle Coffee, Tower 28, and DND.
- Built an independent Instagram community of 29K followers by leading short-form content strategy, production, editing, copywriting, and publishing. Produced multiple viral Reels with 2.3M and 1.2M views and drove 5,000+ follower growth in one week.

Real Value Capital (RVC)

Los Angeles, CA

Marketing Intern

Apr 2026 - Jun 2026

- Managed social media content across LinkedIn and RedNote (Xiaohongshu), producing 50+ content packages (social posts, blogs, market updates) from topic research and scripting to copywriting and publishing; grew overall LinkedIn reach from 200 to 1,000+ by repositioning content toward audience-relevant themes.
- Created marketing and brand-positioning content under the Marketing Lead, including Canva and Figma visuals, founder stories, brand updates, and engagement tracking to improve content strategy.

CLD PR & Experiential Productions

Los Angeles, CA

Public Relations Intern

Oct 2023 - Dec 2023

- Supported influencer relations for Celsius and White Fox campaigns, managing a database of 100+ creators and scouting new talent to set up gifting placements.
- Handled influencer gifting and sample logistics in LaunchMetrics (Fashion GPS), collaborating across teams to process shipments and track inventory accurately and on time.

B.O.E. Global

North Hollywood, CA

Record Label & Recording Studio Intern

Jan 2022 - Jun 2022

- Managed two Instagram accounts and created content for 5+ artist releases, including Reels covers, thumbnails, story graphics, BTS content, and release checklists.
- Drafted content briefs and campaign copy for TikTok, and built and managed the company website by creating detailed profiles for 5+ artists with bios, genres, mood tags, singles, albums, tracks, hometowns, and social handles.
- Completed 50+ session reports and label-copy documents for 5+ artists, and managed lyrics, press releases, and playlist-pitching research.

SELECTED PROJECT

Independent Music Project

Beijing, China

Creative Direction, Live Performance & Social Media

Dec 2018 - Dec 2019

- Worked with a media agency on a modern-music project spanning 2 albums and 2 concerts. Picked the repertoire, directed the visual style, and weighed in on the agency's positioning. Reached 3M+ streams on NetEase Cloud Music; debut album BLENDING was exhibited at the Modern Art Museum Shanghai.
- Selected the venues for both concerts and planned the pacing of each set, from the opening mood to how the night built toward the closing songs, aiming for a specific emotional arc for the audience. Both concerts sold out through social media promotion, drawing 200+ attendees and coverage from 5 media outlets.

ADDITIONAL EXPERIENCE

Citibank

Monterey Park, CA

Universal Banker

Jan 2024 - Dec 2025

- Handled 100+ daily client interactions in a fast-paced environment, communicating across teams to resolve needs accurately, contributing to \$200K+ in monthly new business.

SKILLS & CERTIFICATIONS

Marketing & Brand: Brand Positioning, Campaign Execution, Content Briefs, Brand Partnerships, Event Support

Social Media & Content: Social Media Management, Content Creation, Short-Form Video, Community Engagement

Tools & Analytics: Adobe Photoshop, Canva, Figma, Miro, Notion, CapCut, LaunchMetrics (Fashion GPS)

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

Languages: English (Fluent); Chinese (Native)