

XINGYAO LI

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EDUCATION

Shanghai Jiao Tong University

M.A., Journalism & Communication

• **GPA:** 3.7/4.0 (Top 10%)

• **Achievements:** Graduate Study Scholarship, Teaching Assistant, Business Communication

2023 - 2026

Shanghai, China

University of Southern California, Marshall School of Business

M.S., Management Studies

• **Achievements:** Dean's List

• **Coursework:** Marketing Analytics, New Product Development, SQL for Business Analysts, Strategy & Organization Consulting, Interpersonal Influence & Power

2024 - 2025

Los Angeles, CA

Shanghai Maritime University

B.A., Law, English

2019 - 2023

Shanghai, China

EXPERIENCE

Bilibili

Overseas Operations Intern, Game Development Division

- Supported the anniversary campaign for Yao Guang Lu, coordinating social media initiatives, community events, and cross-functional teams to deliver a cohesive player experience, utilizing multilingual communication across regions.
- Managed content across Weibo and overseas gaming communities; published 300+ promotional posts, grew subscribers by 3,000+, and increased engagement by 23%.
- Reviewed creative assets for 20+ KOL collaborations and partnered with fan creators to ensure content quality and consistency with the game's lore and campaign objectives.
- Conducted competitive analysis of 5+ games, tracking event strategies, content updates, and operational initiatives to inform campaign planning.
- Organized offline fan events with 2,000+ attendees and interviewed 25 core players, translating audience feedback into recommendations for future product improvements.
- Conducted data analysis of campaign performance metrics to guide content strategy and improve engagement across Weibo and overseas gaming communities.

Apr 2024 - Jul 2024

Shanghai, China

RedNote (Xiaohongshu)

Brand Marketing Intern

- Served as a core planning member for RED LAND, RedNote's first offline open-world gaming activation, translating online gameplay into an immersive offline brand experience.
- Designed interactive experiences, user journeys, and engagement activities to strengthen visitor participation and player immersion.
- Created original game zones from concept to execution, including gameplay mechanics, visual identity, naming, and spatial planning.
- Directed recruitment, character design, and training for 20+ NPC performers, developing backstories and interactive role-play experiences aligned with player expectations.
- Developed creative concepts and strategic media placements across Shanghai metro train wraps, station lightboxes, shopping malls, and other high-traffic venues.
- Designed scalable creator engagement mechanics, interaction frameworks, and participation strategies contributing to 6.5B campaign impressions and 330+ trending topics.

Jun 2025 - Oct 2025

Shanghai, China

Guangzhou Zhishuo Tech

Product Manager Intern

- Identified friction in the user acquisition funnel and redesigned the PC lead-conversion flow through data analysis, increasing QR code exposure from 45% to 98% through data-driven iteration.
- Applied product design principles to create the new official website, driving the process from competitive analysis and information architecture through wireframes and PRDs in partnership with design and engineering.
- Replaced traditional referral registration with WeChat one-click authorization, increasing login success from 60% to 98% and referral conversion from 7% to 8.5%.
- Conducted 20+ in-depth user interviews and competitive research, translating qualitative insights into product recommendations and roadmap planning.
- Engaged with internal stakeholders and external partners to align product strategy with business objectives, strengthening product experience and roadmap planning.

Sep 2025 - Dec 2025

Remote, China

The Paper

International Journalist Intern

- Researched and verified international political, economic, and technology news across 30+ global media outlets and supported breaking-news coverage.
- Interviewed overseas journalists, media professionals, and U.S. voters for in-depth reporting on the 2024 U.S. Presidential Election.
- Published 10+ articles on developments across the U.S., Germany, India, and other markets under tight editorial deadlines.
- Collaborated with senior reporters to analyze voter trends using polling data and qualitative interviews, strengthening cross-cultural research and source development.

Jan 2024 - Apr 2024

Shanghai, China

SKILLS

- **Influencer & Social Marketing:** KOL collaboration, creator communication, social media operations, community engagement, content review, campaign execution
- **Analytics & Tools:** Google Analytics, Tableau, SQL, R, Data Analysis
- **Product Management & Design:** Product Design, B2B Product Experience
- **Languages & Communication:** Mandarin (Native), English (Professional Working Proficiency; IELTS 7.5, CET-6 600), Multilingual Communication