

# Ming Xue

Resume

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## ABOUT

An analytic-focused marketing strategist that brings all aspects of digital marketing and business strategy to make informed decisions. With 3 years of professional experience in marketing strategy and a year in event planning and partnership reachout, I am versatile jack of all trades. I also have the ability to parse web analytics and e-commerce analytics to judge performance and use a data-driven approach to measuring success. Along with these skills, I also dabble in creative outlets, specifically for social media. I have experience in managing both paid search and paid social digital marketing channels. I am also capable of writing copy, graphic design, video editing, and using industry-standard tools such as the Adobe Creative Cloud Suite, but also adaptable to new platforms and software.

## PROFESSIONAL EXPERIENCE

**Retail Marketing Coordinator**  
**Stio, Boston, MA**  
**December 2022 – Present**

- Connecting with both nonprofit and for-profit brands to plant and cultivate long-lasting partnerships.
- Planning through proposal and coordinating both in-store events and out-of-store events to drive traffic into retail location and generate revenue with discounts.
- Finding vendors and partnering with like-minded companies for opportunities to activate at large-scale public events such as Snowport Holiday Market.
- Executed 3 large-scale events and sold over 100 tickets, raising \$5,000 for nonprofits

**Analyst Intern**  
**Osborn Barr Paramore, St. Louis, MO**  
**June 2022 – August 2022**

- Pulling web data from Google Analytics and Adobe Analytics, and making insights based on said data for 2 digital marketing reports.
- Creating visualizations for data in Google Data Studio for clients. Implementing tracking and pixels through Google Tag Manager to help track analytical data for a client.
- Spearheaded a strategic analysis of a nonprofit organization’s target audience and prepared a media plan for an event.

**Director of Strategy, Brand**  
**Boston University AdLab, Boston, MA**  
**June 2021 – May 2022**

- Renewed AdLab’s Brand Guidelines and created base brand assets, redesigned website, and refined brand direction with team.
- Collaborating with New Business to create client outreach campaigns while communicating with upper echelon members.
- Led weekly meetings and archived recordings and summarized meetings for students, actively communicating with and mentoring students.

## PROFESSIONAL PERSONAL PROJECTS

**Freelance Writer and Web Designer**

Completing personalized client commissions of written fiction through social media and commission platform VGen, delivering PDFs with simple layouts and personal website designs, spanning from portfolios, events, and other personal websites using website builders such as Carrd, Google Sites, and Wordpress.

**Social Media for Independent Zine Publication and Community Events**

Organizing and managing 3 independent collaborative publications to raise money for charities. Managed 4 different social media channels and communicated with creators via Discord, and setting up BigCartel and Etsy e-commerce platforms.

## SKILLS

Performance Marketing through Shopify, Google Analytics, Excel, Power BI, Looker Studio, Qualtrics, R, Netsuite  
Social Media Management through Buffer, Hootsuite, Mailchimp  
Web Design through HTML/CSS, UI/UX  
Creative & Deck-building through Adobe Creative Cloud, Figma, Canva  
Project Management through Asana, Monday, Miro, MS Project, delegation, leadership

## EDUCATION

**Bachelor of Science in Advertising**  
**Boston University COM**  
**Graduation Date:** May 2022  
**Honors:** Magna Cum Laude

**Master’s of Science in Global Marketing Management**  
**Boston University MET**  
**Graduation Date:** May 2025

## CERTIFICATIONS

**Social Media Simternship**  
**Stukent**  
2025

**Digital Marketing Simternship**  
**Stukent**  
2024

**Pre-Analytics Laboratory**  
**Boston University MET**  
2024

## LANGUAGES

English (Fluent)  
Chinese (Basic)