

# Cecily (Xinwen) Hu

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## EDUCATION

### University of Southern California

Master of Science, Digital Social Media

Los Angeles, CA

GPA: 3.85

### University of California, Los Angeles

Bachelor of Arts, Design Media Arts

Los Angeles, CA

Minor: Film, Television & Digital Media

GPA: 3.86

## INTERNSHIP EXPERIENCE

### Genzest LLC (NailPhoria) | Beauty & Fashion E-commerce Brand

Los Angeles, CA

Social Media Content Creation Intern

July 2025 – August 2025

- Worked with the CEO to **define target audiences** and **refine brand positioning**, integrating **SEO** insights into product style, campaign tone, and visual strategy
- Drove **+90% sales** growth during the campaign with viral Reels (1.4M+ views) and trend-based promotions
- Led TikTok and Instagram video creation and editing with **CapCut** and **Open AI**, increasing post views by **70% (7.9M)** and profile visits by 30% in one month. Boosted organic reach through creative storytelling and hashtags, gaining **+20K followers (+40%)** with only 27% unfollow rate, showing strong audience retention

### New Beginning Creator Network (NBCN) | TikTok Live E-commerce & Influencer Agency

Los Angeles, CA

Livestream & Talent Operator

Nov 2024 – Jan 2025

- **Drove 900% GMV Growth:** Collaborated with product managers, marketing strategists, data analysts, and content creators to optimize engagement and content strategies for Brand Evaless' TikTok live-stream launch, achieving a **10x GMV increase within a month** while growing **TikTok followers by 500+**
- Expanded Influencer Recruitment & Revenue Impact: Worked **cross-functionally** with talent managers, engineers, and operations teams to streamline the onboarding process, increasing weekly online interview responses **5x (20→100+)** and in-person interviews **10x (2→30)**. This directly scaled active streamers, driving higher live-streaming revenue and audience engagement

## PROJECT EXPERIENCE

### Strider Golf | Golf Accessories Startup

Remote, SEA

Creative Director

Dec 2024 – Present

- Built an IG-led brand identity, growing followers from under **1K to 6K+** through consistent visuals and storytelling
- Managed organic and paid growth strategies, achieving a **32% monthly sales increase (\$6.3K)** and raising conversion from near **0% to 0.98%** through targeted ad optimization
- Led the “5K Giveaway” campaign, driving **100+ comments**, **10+ extra orders**, and **100+ new followers**, boosting traffic and sales conversion
- Streamlined content production using **Figma**, **Adobe Creative Cloud**, and **AI tools** (OpenAI, Gemini, Higgsfield, Lovart, Midjourney, Nano Banana, Sora), enhancing visual efficiency and cross-team collaboration

### Xiaohongshu | Personal Fashion & Lifestyle Branding Project

Los Angeles, CA

Content Creator

April 2025 – Present

- Developed a UGC-driven content strategy using **data analysis** and **user research** to identify target audiences and optimize engagement, growing **1K+ followers** over the summer
- Designed promotional posts with **Figma**, **Adobe Photoshop**, **Illustrator**, **CapCut**, and **Open AI**. Producing both video and photo content to strengthen brand storytelling and visual consistency
- Boosted **product visibility by 70%** through several viral UGC campaigns, using performance data to refine content and create posts and videos with **3K+ likes**, driving higher participation in PR showcases

## LEADERSHIP EXPERIENCE

### Pi Sigma Epsilon | Business Fraternity

Los Angeles, CA

Chair of Creative Media

November 2022 – June 2024

- Expanded social media presence, increasing followers **700+** by creating event-driven content and interactive campaigns using **Figma**. Conducted **online and offline surveys** to refine strategy, attracting **100+ attendees** to recruitment events
- Led a **12-member team** in developing a **3-month marketing strategy** for Wei Good Food, integrating **budget allocation**, **cross-platform initiatives**, and an **IMC framework** to strengthen brand positioning and engagement

## SKILLS & INTERESTS

**Technical Skills:** Capcut | Final Cut Pro | Adobe Photoshop, Illustrator | Sketch | Figma | HTML | CSS | Excel | Powerpoint | Notion | Klaviyo | OpenAI, Gemini, Higgsfield, Lovart, Midjourney, Nano Banana, Sora | Blender | Arduino | Dragonframe

**Marketing Skills:** Digital Marketing | Influencer Marketing | Livestream Operation | Media Strategy & Analytics | Brand Storytelling | Audience Research | A/B Testing | IMC | Cross-Cultural Communication | Project Management

**Languages:** English (Fluent), Mandarin (Native), Shanghainese (Proficient), French (Beginner)

**Interests:** Video Creation & Editing, Social Media Operations, Skateboard, Thai Boxing, Painting, Volunteering, Baking