

Valerie Tian

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EDUCATION

University of Southern California
Master of Digital Communication and Media

Aug 2024 – May 2026

Mount Holyoke College
Bachelor of Arts in Psychology

Sep 2019 – May 2024

PROFESSIONAL EXPERIENCE

Helios Worldwide

Oct 2025 – May 2026

Client Engagement Intern

Santa Monica, CA

- Increased content views **30-320%** for **UCLA Health** and **San Francisco Travel** by diagnosing issues and designing a localized content and paid media strategy for Chinese-speaking consumers.
- Identified inefficiencies in the creator-advertiser matching and briefing workflow for **La Mer's KFS campaign**; redesigned the end-to-end creative collaboration process — from creator onboarding to asset delivery — improving content production efficiency and brand-creator alignment.
- Managed cross-functional coordination across creative, strategy and client stakeholders to deliver campaign materials on tight deadlines for **Estée Lauder Corporate**, **bbq.chicken**, **JPAX**, **Cyberbay**.
- Drove **20%** paid media efficiency gain and **25%** LinkedIn CTR improvement through iterative A/B testing; Built operational reporting workflows and performance tracking system (CTR, CPM, engagement) to monitor campaign delivery efficiency and optimization opportunities to surface creative optimization levers.

MarketCrunch AI

Jun 2025 – Oct 2025

Growth & Strategy Analyst Intern

San Francisco, CA

- Designed a scalable content workflow and asset coordination across Instagram, TikTok, and YouTube; defined content-type taxonomy, creative format logic, and distribution strategy that drove a **350% increase** in total views.
- Built a structured research pipeline (social listening, competitor mapping, A/B testing) to systematize audience and creator insight generation, achieving **2.5x higher organic reach** on Video channels.
- Identified watch-through rate as the key growth blocker through data analysis; redesigned video hooks and creative pacing for **40+ short-form videos**, improving retention by **35%** and generating **500+ early sign-ups**.
- Collaborated cross-functionally with engineering to translate audience insights into creative strategy; refreshed brand identity adopted across web, social, and product channels.

CCE GROUP, LLC. (Local 4A Integrated Marketing Agency)

Jun 2023 – Sep 2023

Account Executive Intern

Shanghai, China

- Owned the creator-advertiser collaboration strategy for **Lancôme x Xiaoyuzhou**; defined creator selection criteria, mapped them to campaign objectives, and optimized the creative briefing journey to secure 100% proposal adoption.
- Designed a KOL-focused creative strategy for **L'Oréal Paris Fashion Week**, defining creator segmentation, content formats, and channel strategy; delivered 3 tailored proposals enabling creator monetization through branded content partnerships.
- Identified approval-cycle bottlenecks across advertiser-creator-agency touchpoints and designed SOP-based workflow solutions, reducing turnaround by **10+ hrs/month**; localized 20+ bilingual proposals for international luxury brands, achieving **95% client satisfaction**.

SELECTED PROJECTS

iPhone 17 Post-Launch Perception — Data Mining & AI Campaign

USC PR523

- Led data collection via Mention and built sentiment analysis pipeline to surface audience pain points around Apple's post-launch narrative; translated findings into localized go-to-market recommendations.
- Independently devised an **AI-prompted campaign** using ChatGPT and Gemini, designing a product-first storytelling framework with community-powered UGC and creator collaboration profiles.

SKILLS & LANGUAGES

Data & Analytics: Data-driven Decision Making, A/B Testing, Sentiment Analysis, Social Listening (Mention), Google Analytics, SQL (basic querying), Data Visualization (Orange)

Tools & AI: Meta Ads Manager, Adobe Premiere, Photoshop, Content Calendar, ChatGPT, Gemini, AI-assisted Creative Production

Cross-Market: Bilingual Execution (US & China localization), KOL/Creator Monetization Ecosystem, Luxury Brand Strategy

Languages: English (Fluent), Mandarin (Native)