



XUANTONG (KIYA) WU

GLOBAL MARKETING EXPERT | STORYTELLER



Seattle, WA



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PROFILE

Kiya Wu is a dynamic digital marketing strategist and visual designer with a strong foundation built over three years across various industries. Her diverse skill set encompasses content creation, event coordination, social media management, and effective SEO strategies. Kiya's passion lies in creating powerful brand narratives, and engaging and influential brand communications that fortify relationships between brands and their audience.

SKILLS

Visual Design

Adobe Creative Suite (PS, PR, AE, AN), Canva

Video Editing

PR, AE

Copywriting

Website Development

WordPress

Marketing Management

Hubspot, Hootsuite

Digital Marketing (Social Media Marketing, SEO)

Google Analytics, Google Ads, Semrush, Surfer

AI Content Generation

Chat GPT, Jasper, MidJourney

Bilingual in Chinese & English

EDUCATION

Master of Communication in Digital Media (STEM)

University of Washington - Seattle
Sep 2021 - Mar 2023

BS, Management Science

University of Shanghai for Science and Technology
2016 - 2020

Minor Specialization in Journalism

Fudan University
2017 - 2019

WORK EXPERIENCE

Global Marketing Specialist

June 2022 - Present

EdgeNext Technology

Seattle, WA

- Supported a comprehensive rebranding project, and fully managed marketing collateral, including the brand mascot, sales decks, case studies, brand videos, and trade show materials, ensuring a cohesive and visually appealing representation of brand identity.
- Constructed EdgeNext's new website from scratch, significantly enhanced UX/UI, and optimized wordings and keywords for lead gen and further engagement.
- Implemented effective SEO strategies, and successfully drive a 142% surge in the authority score, 80% growth of keyword research, and 350% increase in high-quality backlinks.
- Strategically managed the social media calendar for omnichannel, establishing a strong social presence, achieving a 74% increase in followers on LinkedIn within 6 months.
- Worked closely with regional stakeholders (NA, APAC, EMEA) to coordinate and execute over 5 trade shows and events, ensuring seamless logistics, on-brand representation, and maximum impact.

Content Strategist

March 2022 - June 2022

Youth Experiential Training Institute

Seattle, WA

- Strategized and executed the 2022 social media plan, reaching a 17% increase in Instagram followers in Q2 2022.
- Led a successful social media campaign for GiveBig 2022, utilizing engaging visuals, compelling copy, and targeted audience segmentation to surpass a fundraising goal of \$2k.
- Designed the 2022 Annual Report, effectively communicating the institute's brand identity, accomplishments, and impact on the public, stakeholders, contributors, and volunteers.

Assistant Director

Apr 2021 - Jul 2021

Shanghai Media Group (Shanghai TV Station)

Shanghai, China

- Supported the Director in orchestrating a large-scale Chinese media shopping live-stream event, simultaneously broadcast on Shanghai TV Station and Taobao Live. This successful event garnered the attention of over 5,000 online viewers.