

Yao Xiao

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EDUCATION

Emerson College, School of Communication

Boston, MA

Candidate for Bachelor of Science in Journalism and Marketing Communication

May 2026

Majors: Journalism and Marketing communication | Minor: Environmental studies

GPA: 3.91/4.00

Core Courses: Data Science Journalism, Behavior & Web Analytics, Brands, Orgs & Strategies, Digital Journalist, Statistics, Marketing and Sales Distribution and Service Relationships etc.

EXPERIENCE

Ariadne Labs

Boston, MA

Digital & Multimedia Communications Intern

March 2025 – August 2025

- Created and formatted weekly newsletters using Campaign Monitor and Canva for an audience of 10,000+ subscribers, increasing the subscriber base by 5%+ in six months.
- Produced promotional videos and visual assets for initiatives including Home Hospital and Better Birth (\$10M Gates Foundation grant) using Adobe Premiere Pro, After Effects, and Photoshop, driving a 20%+ increase in engagement from donors, partners, and public audiences, and enhancing brand recognition across campaigns.
- Created a studio guide and QR-code quick starts that made it easier for faculty to set up and reduced troubleshooting for communications staff, helping production run more smoothly.
- Managed Ariadne Labs' media resources and campaign system in Bynder, ensuring assets were organized and on-brand across projects, and created presentation-ready data visualizations in Tableau using SQL.

Development of Corporate & Foundation Relations, Emerson College

Boston, MA

Assistant Fundraiser

June 2024 – Present

- Researched and coordinated over 100 grant opportunities and alumni engagement initiatives, working under the guidance of the department head to support projects in Emerson College's School of Communication & the Arts, campus events, and athletic team fundraising, generating over \$18.15 million in funding and resource support in FY2024.
- Drafted grant proposals and letters of intents, securing \$100,000+ from the Cummings Foundation and others.
- Manage database records of alumni and fundraiser interactions & donation using the Raiser's Edge NXT.

GIMC Co. Ltd.

Guangdong, China

Digital Marketing Intern

June 2023 – August 2023

- Led advertising interns to plan and execute marketing campaigns for Jay Chou's concert merchandise & Migu Film Television, creating data visualizations in Excel PivotTables & Tableau and creating promotional videos.
- Created marketing content and edited promotional videos in Adobe Premiere Pro for variety show "Run for Time," drawing 300K+ views on TikTok & Weibo and increasing the show's social media following by 5% in two weeks.
- Designed and executed integrated online-offline campaigns, boosting G+ Café seasonal coffee cup sales by 35%; built dynamic QR codes in Beaconstac, refined designs in Adobe Illustrator, and analyzed scan data to optimize ads in real time.

Research Project: Build Sustainability Communication Major at Emerson College

Boston, MA

Research Assistant

September 2024 – Present

- Synthesized research from over 100 papers and 50+ program SLOs/learning objectives to help design core courses and co-draft the proposal establishing Emerson College's Sustainability Communication major.

SKILLS AND CERTIFICATION

Skills: Excel (PivotTables, VLOOKUP), SQL, Tableau, Flourish, Beaconstac, CSS+HTML, Python (pandas), Microsoft Office Suite, Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, InDesign, Lightroom, Illustrator)

Certification: Contextual marketing, SEO, and Content Marketing, CITI certification

Languages: Mandarin Chinese (native), English (fluent, professional working proficiency), Elementary Korea