



PROFESSIONAL EXPERIENCE

OWNER + COMMUNICATIONS MANAGER

AMY XIE PHOTOGRAPHY

APRIL 2016 - PRESENT

Provided photography services, customer support and consulted with 600+ clients since 2016

Captioned, scheduled and published social content (Instagram, Facebook) 5x a week for marketing and promotion to attract and retain customers

Utilized market research, turning online data into insights to execute a social media ad campaign resulting in 153% boost in sales within 6 months, increasing brand awareness and engagement

CONTENT STRATEGY + MEDIA PLANNING INTERN

WAVEMAKER

JUNE 2019 - AUGUST 2019

Worked with a team of 12 to review RFPs, revise deck presentations, review creative assets and brainstorm content, experiential strategies and executions for client campaigns

Utilized Ipsos, Knotch, and Moat to analyze and interpret competitive data, focusing on consumer research, target market media consumption habits, and communication strategies to present strategic media solutions to the client

SOCIAL MEDIA STRATEGIST

FLORIDA CICERONES

APRIL 2019 - MAY 2020

Community managed a weekly social media content calendar on 4 social platforms and responded to user comments and queries

Captured and developed all creative content on all branded channels to ensure consistency of brand tone to re-enforce a cohesive on brand experience

Collaborated cross-functionally to photograph, edit, copy-write, schedule, and publish content while implementing creative social media strategies to increase engagement

COMMUNITY MANAGER

THE AGENCY AT UF

APRIL 2018 - AUGUST 2019

Managed multiple client accounts by creating, and publishing original social media content on 3 separate social platforms

Coordinated and engaged in communication with clients to provide customer solutions, social media strategy guides and bi-weekly analytics review to ensure consistent business growth

SOCIAL MEDIA INTERN

WARRINGTON COLLEGE OF BUSINESS

MAY 2017 - AUGUST 2017

Analyzed 10+ social media channels to produce weekly analysis, insights, competitive analysis and creative content

Composed, planned, and published content regularly for social channels, implementing social media strategies to increase college following and audience engagement

CONTACT

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EDUCATION

UNIVERSITY OF FLORIDA

Bachelor of Science in Advertising

Concentration: Leadership

SKILLS

Leadership Development

Sprout Social

Hootsuite

Ipsos

Kntoch

Moat

Photography

Microsoft Office

Cantonese (Fluent)

Mandarin (Intermediate)

Spanish (Beginner)

Adobe Photoshop

Adobe Premiere Pro

Adobe Lightroom

RECOGNITIONS

2019+2020 4A's Multicultural Advertising

Internship Program (MAIP) Fellow

Addy Award - Orangetheory Fitness

Florida Bright Futures Academic Scholar

LEADERSHIP EXPERIENCE

UF New Student & Family Programs Orientation Leader (Preview Staffer)

Association of Media Professionals Mentor

College of Journalism and Communications Ambassador

University of Florida Ambassador (Florida Cicerone)