

Xiaoai (Eileen) Wang

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EDUCATION

New York University, Steinhardt School (New York, NY)

May 2025

B.S. Media, Culture, and Communication | Minor in BEMT. Cumulative GPA: 3.72

Relevant Coursework: Business of Media, Advertising and Marketing, Media and Music, Web Design, Digital Photography, Entertainment & Media Industries, Movie Marketing, Managing Creative Content Development

WORK EXPERIENCE

Brand Development and Executive Intern, Maison Spoiled

May 2024 - Present

- Developed and maintained a comprehensive inventory tracking system in Excel. Organized data for sales, consignment, and product placements to ensure streamlined reporting.
- Researched luxury jewelry trends and competitor brands to support development strategies. Identified key insights for strategic content planning and brand positioning.
- Sourced and liaised with manufacturers and CAD designers to optimize production planning and cost efficiency. Calculated data from detailed invoices and production charts to create pricing spreadsheets.
- Monitored social media engagement and identified popular post types and themes.
- Collaborated with brand owner on marketing campaigns. Designed and created engaging content.

Digital Marketing and PR Intern, Chopard

Dec 2023 - Feb 2024

- Monitored digital/social media content and communicated with creative agencies.
- Assisted in campaign setup and analysis with the marketing team. Arranged shoots with talent agencies
- Contributed to meetings with digital media agencies to plan live-streaming events.
- Pitched, edited, and distributed media announcements and press release to amplify brand visibility.
- Supported marketing and PR teams with administrative tasks to ensure smooth operational flow.

Social Media Marketing Coordinator, MISAF Milano (Exhibition)

Aug 2022- Aug 2023

- Executed social media promotion and drove awareness across multiple platforms for shoe brands.
- Organized photo/video shoots on-site the exhibition to better showcase the event and products.
- Managed on-site media relations and provided support to press and influencers.
- Assisted with graphic designs for digital campaigns and their distributions.
- Collaborated with IFDA (Italian Fashion and Design Academy) and integrated student designs into promotional campaigns. Worked with them on-site to enhance the visual narrative of live content.

Content Curator, Instap Co. (Social Technology Start-Up)

Jan 2021 - Dec 2021

- Designed and filmed video campaigns, assisted in product distribution and promotion on TikTok.
- Strategized as the "face of the brand" by designing and starring in TikTok videos that broke the purchase record (23.3M views on one video).

LEADERSHIP & PROJECTS

Vice President External Affairs - Kappa Kappa Gamma Sorority

Jan 2023 - Present

- Spearheaded and supervised all roles and aspects of the department: Events, Public Relations (Social Media), Philanthropy (Fundraising/Donations), Risk Prevention, and Panhellenic.

Sociology Research, Columbia University

Jul 2020 - Sep 2020

- Investigated sympathetic poverty of Amerindians in the U.S. & Canada; Explored the relationship between poor education system & healthcare and generational poverty.

SKILLS

Microsoft Word, Excel, PowerPoint, Adobe Photoshop, InDesign, Illustrator, Lightroom, Canva, Procreate, HTML, CSS, SVG, Language [Bilingual (English/Chinese), Italian (Elementary), Spanish (Elementary)]