

Xinyan Fu

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EDUCATION

University of Toronto

Toronto, Canada

Master of Information in Information Systems and Design

September 2023 - May 2025 (expected)

- GPA: 4.0/4.0 | Collaborative Specialization: Women and Gender Studies
- Core Curriculum: Fundamentals of User Experience, Data Modeling and Database Design, User Interface Design

PROFESSIONAL EXPERIENCE

Audience Development Associate

November 2023 - present

Investigative Journalism Foundation, Toronto, Canada

- Develop in-depth strategy for the company's organic social growth and paid ads within the first month of the role
- Manage social platforms and community engagement, increased organic engagement by 41% (Twitter), 57% (IG), 54% (LinkedIn), and 70% (Facebook)
- Collaborate with the editorial team to create interactive storytellings, mainly responsible for graphic design
- Apply a fail-fast mentality and learn from unsuccessful initiatives to inform future adjustments on the social strategy

Communications and Outreach Assistant

September 2023 - present

Knowledge Media Design Institute, Toronto, Canada

- Design and maintain front-end and back-end components for the organization's official website
- Edit institutional news and research updates for the website and monthly research newsletter
- Develop social media strategy, grew engagement by 36.8% on Twitter and 86.6% on IG
- Collaborate with research labs and Fredericton Public Library to produce social graphics and a brochure for an event

Web Developer

January 2023 - May 2023

Crave Natural, Chicago, United States

- Designed and built 10 pages with HTML5 and CSS for the website of the company's new product line
- Developed SEO strategies that improved search engine rankings and a substantial increase in organic traffic
- Created and managed multimedia content for social platforms, grew IG followers by 74.3% and engagement by 80.7%
- Worked with the project manager to establish media strategies for the product launch in North America and Europe

Social Media Fellow

July 2022 - December 2022

Fortune Media, New York, United States

- Managed the magazine's main IG account, grew engagement by 380%, reach by 180%, and followers by 44K (12%)
- Designed over 60 carousel explainers independently, generated a total of 17.43% engagement and reached 2.3M users
- Administered all social accounts for *Fortune Recommend* vertical for three months, gaining 1,600 LinkedIn subscribers, 1,293 LinkedIn page views, 631K Twitter impressions, and 19K Twitter page views
- Analyzed social accounts' metrics, wrote SEO and social headlines based on data observations

Intern, Healthcare

March 2021 - June 2021

Burson Cohn & Wolfe, Shanghai, China

- Produced a 10-minute documentary that has received 100,000 plus reads and 1.4 million views
- Designed visualizations for clients' annual data reports using Datawrapper and Adobe InDesign
- Composed reports on media collaboration performances, monitored and documented audience engagement data

Internal Communication & Engagement Intern

August 2020 - December 2020

DiDi Chuxing, Beijing, China

- Constructed communication strategies for 3 all-hands meetings involving over 2000 employees in 15 countries
- Edited, proofread, and fact-checked all articles for 7 issues of the company's bi-weekly digital newsletter
- Produced 8 documentary episodes and wrote bilingual scripts

SKILLS

- Media Design: Tableau, Datawrapper, Adobe (Ps, Ai, Id, Pr), WordPress, Python, HTML, JavaScript
- Language: Mandarin (native), Hakka (native), Cantonese (conversational), Spanish (conversational)