





MARISSA XIONG

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EDUCATION

University of Texas at Austin

B.S. in Advertising
Minor in Chinese Language
GPA: 3.83

Moody Communications

Honors Program

2019-2023

Texas Creative Sequence

2020-2022

Creative advertising portfolio
program learning Art & Copy

TOOLS

- Adobe Creative Cloud
- Microsoft Office
- Google Suite
- Google Ads & Analytics
- Monday
- Asana
- Notion
- Cision
- Mintel
- Klaviyo & Mailchimp

SKILLS

- Leadership & Management
- Creative Strategy
- Design & Illustration
- PR & Outreach
- Team Synergy & Internal Communication
- Analytics
- Budgeting

Eligible to work in the US with no restrictions.

RELEVANT EXPERIENCE

Talkbook App: Marketing Manager (Freelance)

MAR 2025-PRESENT

Mental health and AI-tech startup

- Source & manage creative contractor database
- Built ground-up social media strategy and creative guidelines
- Generated 50% increase in organic engagement through social media initiatives, built in partnership with influencers
- Assist in PR research, campaign execution, backend management, and advertising placement research

DUMPS App: Influencer Marketing Associate (Freelance)

NOV 2024-MAY 2025

Social media app startup

- Performed community analysis to facilitate outreach to new partners for contracts
- Managed influencer database for TikTok and Instagram platforms

Roam Rhino App: Social Media Manager

JUN 2023-OCT 2024

Travel app startup

- Produced 675% follower increase in one year across IG and TikTok
- Represented team and company mission at major global events including South by Southwest, Adweek's Social Media Week
- Led Google AdSense campaign building, keyword testing, data analysis, and budget management for 100% increased site traffic
- Developed and executed organic social media strategies across Instagram, TikTok, Pinterest, and Facebook as solo team, using Meta Business Suite & TikTok

Institute of Culinary Education: Social Media Associate

JAN-MAY 2023

Marketing team at #1 ranked culinary school in America

- Designed and produced paid media content for 150K+ followers across verified accounts as solo intern.
- Created Instagram reels, generating 25K+ views per post
- Assisted with SEO management, PR research, CMS projects.

Commonwealth//McCann: Art Direction Intern

JUN-AUG 2022

Global advertising agency of record for General Motors

- Designed visual branding language and posters for Chevrolet in general consumer products and seasonal projects.
- Worked with 3-intern team with 4+ hours of Zoom meetings per week with limited oversight to produce full projects.
- Developed community campaign for Detroit Orchestra.

22Squared: Strategy Intern

JUN-AUG 2021

Full-service creative advertising agency

- Performed research and analysis for briefs and new business pitches for brands including Baskin' Robbins, Samsung, Princess Cruises.
- Produced 3+ fully-researched projects per week as solo intern.
- Led intern project addressing trans youth homelessness in Atlanta.

Atlanta, GA (Remote)