

---

## KEDI XIA

702-813-6322

kedixia@outlook.com

kedixia.com

1470 Summer Glow Ave.  
Henderson, NV  
89012

### Experience

#### Senior Marketing Strategist, TTF Power Systems — 2022-present

Designing, building, and maintaining company websites; Content team managing and training; Operating Google Ads campaigns; Websites SEO and keywords ranking; Producing content using generative AI.

#### Marketing Strategist, Sino Sources — 2019-2022

Designing and building WordPress B2B websites for Chinese manufacturers; On-site SEO for homepage and product pages, and off-site SEO on PBN sites; Write articles and social media posts about industry news and guides.

#### Research Scholar, Journalism, University of Arizona — 2015–2019

Assist faculty members' research projects; offer technical support and software training.

#### Graphic Intern, Los Angeles Times — 2013

Produce maps, charts and infographics for the newspaper; create interactive contents for the online editions, using HTML, CSS and JavaScript.

#### Pulliam Fellow, The Arizona Republic — 2013

Produce maps, charts and infographics for the newspaper and its sister publications; create interactive contents for the online editions.

#### Graphic Artist, The Daily Wildcat — 2012–2013

Produce maps and charts for the student-run newspaper.

#### Graphic Apprentice, Arizona Daily Star — 2012

Edit wire graphics for the newspaper's print and online editions. Produce charts and maps.

### Education

The University of Arizona — BA, Journalism, 2013

### Skills

Software: Adobe CC Suite, MS Office Suite, Blender, DaVinci Resolve, QGIS;

Coding: HTML, CSS, JavaScript, Python; AI: Stable Diffusion; Language: Mandarin.

---

---

## References

Jack Wu, General Manager, TTF Power Systems  
jackwu@ttfpower.com | +86 155-1086-4645

Jeannine Relly, Professor, Journalism, The University of Arizona  
jrelly@email.arizona.edu | 520-250-1603

---