
KEDI XIA

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EXPERIENCE

TTF Power Systems (05/2022-Present)

Digital Marketing Strategist

- Designed WordPress websites using custom HTML/CSS/JavaScript.
- Developed digital strategies through SEO, email, and social media.
- Managed paid advertising campaigns to drive conversions.
- Analyzed campaign performance to compile data-driven report.
- Coordinated with external contributors to ensure quality and delivery.

Sino Sources Co., Ltd. (11/2019-04/2022)

Search Engine Optimization Specialist

- Conducted in-depth keyword research to identify high-value opportunities.
- Implemented technical SEO for improved indexing and site speed.
- Managed subject-matter blogs and social posts to raise keyword ranking.
- Monitored performance using GA4, Google Search Console, and SEMrush.
- Collaborated with cross-functional teams to ensure SEO integration.

University of Arizona (08/2015-05/2019)

Media Research Scholar

- Collected and analyzed chronological data for quantitative research.
- Designed charts, maps, and diagrams for peer-reviewed journals.
- Aided in the teaching of data visualization, graphic design and video editing.
- Supervised computer labs and workshops for undergraduate students.

Los Angeles Times (09/2013-07/2015)

Graphic Designer

- Designed and produced static and interactive graphics for breaking news and feature stories.
- Visualized complex data and information into infographics, charts, and maps.
- Participated in weekly budget meeting, collaborating with reporters and editors to develop visual storytelling for print and digital.
- Managed multiple projects simultaneously in a dynamic, deadline-driven environment.

EDUCATION

The University of Arizona — BA, Journalism (05/2013)

SKILLS

Software: Canva, Adobe CC Suite, MS Office Suite, CapCut.

Coding: HTML, CSS, JavaScript, Python.

Professional: Problem-solving, Time Management, Teamwork, Adaptability.

Language: Mandarin.
