

TIFFANY SHI

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PROFILE

Marketing and communications student at the University of Washington with hands-on experience in audience research, campaign execution, customer engagement, content performance, and market monitoring. Experienced in analyzing audience behavior and feedback, tracking campaign performance, and translating insights into actionable recommendations across U.S. and Asian markets. Strong written communication, attention to detail, and independent project execution across fast-paced marketing environments.

My website: <https://project22media.my.canva.site/tiffanyshiportfolio>

EDUCATION

University of Washington, Seattle 2024 – 2028 (Expected)
Bachelor of Arts, Interdisciplinary Arts | Minor: Business Administration | Intended Double Major: Communications
GPA: 3.8 | Annual Dean's List 2024–2025; 2025–2026

- **Attended Amazon University event – Reachback Fall 2026**

HONORS & AWARDS

2nd Place — NextGen Undergrad Policy Competition, Evans School of Public Policy (UW) April 2026

- Placed 2nd out of 11 teams as a finalist; conducted research and data comparison to identify core issues in immigration economics and AI integration in U.S. immigration processing.
- Led the team through research, project development, and final presentation, completing the full project in 6 days while coordinating deliverables and maintaining close attention to detail.

EXPERIENCES

Chinese Entrepreneur Network UW (CENUW) — Design Director & Marketing/Event Coordinator Oct 2025 – Present
On-Site | Full time

- Grew CENUW's Instagram engagement by 332% within one month through audience analysis and iterative adjustments to content and platform strategy.
- Lead cross-departmental coordination across design, marketing, and event teams, aligning priorities and deliverables from planning through execution.
- Manage sponsorship outreach and external stakeholder relationships for Dinner with Professionals (DWP'26), negotiating terms and maintaining partner relationships throughout the sponsorship lifecycle.
- Develop marketing collateral and manage campaign/event budgets, balancing competing priorities while maintaining accuracy and attention to detail.

New Oriental Future (新东方前途出国) — Marketing Intern Jun 2026 – Present
Contract Internship | Remote

- Co-led marketing events, content initiatives, and community campaigns, using market and audience insights to develop initiatives that contributed to a 30% increase in prospective customer interest within two months.
- Analyzed market trends, audience behavior, and campaign performance to inform messaging and content strategy, adapting initiatives based on audience response.
- Coordinated campaign deliverables across teams from planning through execution, ensuring timely implementation and consistent communication.

Wefire — Growth Marketing Intern Jun 2026 – Present

- Develop and execute platform-specific content across TikTok, Instagram, YouTube Shorts, Facebook, and Reddit based on audience behavior, content trends, and platform characteristics.
- Manage the end-to-end content cycle from ideation and creation through publishing, performance tracking, and optimization.
- Monitor community discussions and audience feedback to identify user needs, content opportunities, and areas for improvement; Collaborate with the team to test and iterate initiatives, translating performance insights and user feedback into actionable recommendations.

Meitu — *Campus Ambassador, Marketing Track*

Jun 2026 – Present

Part-Time | Remote

- Researched U.S. and Asian consumer, social-media, and creator trends to identify audience preferences and emerging content opportunities.
- Interviewed professional photographers to gather creator and user insights, translating feedback into recommendations for product features and user experience.
- Tested Meitu's new MVLAND website and provided user feedback to support product and digital experience improvements.

Divine Dance Crew — *Photographer, Videographer, Graphic Designer, Dancer*

Jun 2026 – Present

- Edit short-form video content for social media, including performance and promotional videos, with selected content reaching 3K+ views.
- Create graphic design assets for promotional materials and social campaigns, supporting visual communication and event promotion.

PROJECT EXPERIENCE

NIO Company Tour — Shanghai, China

Aug 2026

- Coordinated CENUW's company tour in collaboration with NIO staff and club members, managing communications, presentation materials, and on-site execution.
- Captured event photography and visual content for CENUW's communications and social media.

SKILLS & LANGUAGES

Marketing & Business: Marketing Strategy · Consumer Insights · Market Research · Competitive Analysis · Campaign Execution · Social Media Strategy · Audience Analysis · Data-Informed Decision Making

Creative & Media: Visual Storytelling · Graphic Design · Short-Form Video Editing · Photography · Adobe Creative Suite · Canva · Content Creation

Professional: Microsoft Office · Google Workspace · Cross-Functional Collaboration · Project Coordination

Languages: English (Native) · Mandarin Chinese (Native) · Korean (Limited Working Proficiency)