

# MERABELLA XIANG

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My Portfolio - [lalamermer.com](http://lalamermer.com)

## EDUCATION

### New York University, Tisch School of the Arts

B.F.A | Interactive Media Arts  
Minor | Business Management  
Sept 2019-May 2024

## NOTABLE COURSEWORK

### Business

Digital & Social Marketing, Advertising and Society,  
Social Media Strategy, Managing Creative  
Development, Content Strategy

### Interactive Media

Visual Design Foundation, User Experience Design,  
Motion Pictures, 3D Modeling, Fashion Innovation

## TOOLS

### Visual

Illustrator  
Photoshop  
InDesign  
Procreate

### Interactive

Basic HTML + p5.js  
Figma  
Lens Studio

### Motion

Premiere Pro  
After Effects  
CapCut  
Blender

### Administrative

Google/Microsoft Suite  
Asana  
Notion  
Google Analytics

## SKILLS

Market Research and Analysis  
Creative Strategy  
Social Media Management  
Digital Design  
Video and Photo Production  
Partnerships and Outreach

## INTERESTS

Branding & Design, Art History, Running, Female  
Founder Stories, Photography, Fashion

## EXTRACURRICULARS

**House of Étoile** | 2022-Present | Founder | [Online archival designer boutique](#) with over 16,000 followers across platforms (TikTok, Depop) and over 250 sales

**BARRAGÁN** | Fall 2022 | NYFW Runway Video Production Assistant

**ADVISRY** | Fall 2022 | NYFW Photographer

## EXPERIENCE

### 'Örabella | [Parfum Collection by Bella Hadid](#) |

Marketing Intern | New York, NY

June 2024 - July 2024

- Conducted market research and analysis of the fragrance industry to inform strategic marketing decisions
- Identified emerging social media trends and curated marketing campaign inspirations
- Managed community engagement across social platforms with over 370,000 followers combined

### Pickle | [Circular Fashion Rental App](#) | Marketing &

Product Design Intern | New York, NY

July 2023 - Sept 2023

- Ideated and executed creative strategies through video and digital asset production
- Assisted in monitoring and compiling analytics across all social channels to analyze customer sentiments towards the product
- Contributed to the organic social growth of over 5000 followers
- Led the redesign of the mobile app's UI/UX

### The MixC | [Luxury Retail Complex](#) | Digital Production and Design Intern | Shenzhen

June 2022 - Aug 2022

- Illustrated and created digital beauty product assets, graphics, and blog posts alongside the marketing team
- Carried out promotional marketing campaigns that effectively drove engagement and foot traffic

### NYU Stern Luxury and Retail Association | Director of Outreach | New York, NY

Jan 2023 - Feb 2024

- Facilitated communication between the association and professionals from luxury retail companies (e.g. Estée Lauder, The Row, LVMH)
- Hosted weekly [guest speaker panels](#) to help student members foster industry connections

### NYU Fashion Business Association (FBA) | Director of Outreach | New York, NY

Jan 2020 - Feb 2022

- Led community outreach and organized [Instagram takeover](#) with designer Danielle Guizio
- Served as a mentor and community builder for the NYU FBA members
- Contributed to the photo and essay production of the first edition of [FBA zine](#)