

# Daphne Xia

Portland, OR (Relocating to NYC in spring ~ summer 2026) | 714-220-7536 · daphnexionia123@gmail.com | [Portfolio](#)

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## EDUCATION

### M.A. Digital Communication and Multimedia

September 2024 - Present

University of Oregon, Portland, OR

### B.A. Journalism and Public Interest Communication

September 2019 - June 2023

University of Washington, Seattle, WA

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## RELEVANT EXPERIENCE

### Act-On – Portland, OR

July 2025 – Present

#### *Social Media Intern*

- Optimized LinkedIn content strategy, increasing impressions by 12.2% and reach by 17.1% over three months.
- Expanded Instagram performance from a modest baseline, achieving 273.8% increase in views and 772.2% increase in reach through targeted content planning, audience engagement, and platform analysis.
- Collaborated with writers and designers to ensure cohesive messaging across platforms, aligning with B2B objectives.
- Tracked and analyzed performance metrics to guide content strategy, identify growth opportunities, and recommend improvements.

### University of Oregon Portland – Portland, OR

Jan 2025 - Sept 2025

#### *Marketing Assistant for Student Life & Belonging*

- Developed and executed content strategies that grew Instagram following by 44%, achieving 248K views and 14K interactions.
- Produced short-form videos and graphics to promote events and campaigns, improving community engagement.
- Utilized social listening insights to inform creative content, recommend improvements, and optimize audience interaction.

### Piroshky Baking Company – Seattle, WA

Oct 2023 – July 2024

#### *Social Media Community Specialist*

- Managed content calendar and cross-platform strategy, increasing impressions by 35% and engagement by 12%.
- Created multimedia content (copy, graphics, video) using Canva, Photoshop, Premiere Pro, and Sprout Social.
- Strengthened brand presence with 40% follower growth through audience engagement and user-generated content initiatives.

### Smirk UW – Seattle, WA

Nov 2022 – June 2023

#### *Social Media Content Writer*

- Produced weekly Instagram content driving 400+ likes per post and boosted engagement across a 6,000+ follower base.
- Conducted audience research to inform creative strategy and maximize reach.

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## LEADERSHIP & EXTRACURRICULARS

### University of Oregon, Portland Student Council

Jan 2025 – Present

#### *Social Media & Communications Chair*

- Increased Instagram following by 400% in 9 months through strategic content planning and brand-aligned creative execution.
- Produced and scheduled 50+ content pieces, improving campus engagement and visibility.
- Led brand guideline updates to enhance visual identity and community messaging.

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## SKILLS

**Design:** Adobe Photoshop, Illustrator, Canva, Figma

**Web & CMS:** WordPress

**Video:** Adobe Premiere Pro, CapCut

**Project Management:** Wrike

**Social Media & Analytics:** Sprout Social, Buffer, Google Analytics