

MERABELLA XIANG

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Portfolio - 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, Managing Creative Development, Content Strategy

Interactive Media

Visual Design Foundation, User Experience Design, Motion Pictures, Fashion Innovation, Typography

SKILLS

Market Research and Analysis

Social Media Marketing

Event Planning

Excellent Written and Verbal Communication Skills

Multimedia Design

Video and Photo Editing

TOOLS

Visual

Illustrator

Photoshop

InDesign

Procreate

Interactive

Basic HTML + p5.js

Figma

Lens Studio

Motion

Premiere Pro

After Effects

CapCut

iMovie

Administrative

Google Suite

Microsoft Suite

Notion

Google Analytics

INTERESTS

Marketing & 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

EXPERIENCE

Ôrabella | [Parfum Collection by Bella Hadid](#) |

Marketing Intern | New York, NY

June 2024 - July 2024

- Conducted market research on the fragrance industry and created [market and trend report](#) to inform social media marketing decisions
- Compiled influencer profiles and engagement analytics to identify potential collaborations
- Assisted community management and content posting schedule across social platforms with over 370,000 followers to enhance brand identity

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

Product Design Intern | New York, NY

July 2023 - Sept 2023

- Ideated and executed creative strategies through [social content and digital asset production](#)
- Communicated with proper phone and email etiquette with partnership contacts
- Contributed to the growth of social media following across TikTok and Instagram by 4000 followers
- Led the [redesign](#) of the mobile app's UI/UX

The MixC | [Luxury Retail Complex](#) | Social Media Intern | Shenzhen

June 2021 - Aug 2021

- Illustrated and created [digital beauty assets](#), graphics, and blog posts alongside the marketing team
- Carried out promotional marketing campaigns that effectively drove store foot traffic

NYU Stern Luxury and Retail Association (LARA) |

VP of Outreach | New York, NY

2023 - 2024

- Facilitated communication between the association and professionals from luxury retail companies (e.g. Golden Goose, The Row, Loro Piana)
- Hosted weekly [guest speaker panels](#) to help student members foster industry connections
- Served as a mentor and community builder for over 200 NYU LARA members

NYU Fashion Business Association (FBA) | VP of

Outreach | New York, NY

2020 - 2021

- Led community outreach and organized [Instagram takeover](#) with designer Danielle Guizio
- Contributed to the photo and essay production of the first edition of [FBA zine](#)