

## Zhixuan (Lemon) Qi

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### EDUCATION

<b>Columbia University</b> , M.A. in Communications & Technology GPA 4.0 / 4.0   Scholarships for academic excellence and leadership	New York, NY 09/23 – 05/25
<b>University of Texas, Austin</b> , B.S. in Interpersonal Communications, Minor in Educational Psychology GPA 3.8 / 4.0   Dean's Honor	Austin, TX 09/20 – 05/23

### WORK EXPERIENCE

<b>Performance Marketing Intern</b> <i>WeFluents</i>	Los Angeles, CA 12/24 – present
<ul style="list-style-type: none"><li>Develop and implement an omnichannel advertising strategy by optimizing budget allocation, ad placements, and performance KPIs to drive maximum reach, engagement, and conversion efficiency</li><li>Work closely with manager to optimize SEA Campaign through systematic A/B testing of ad creatives and refining SQR negative keyword lists, achieving an 8% decrease in CPC while simultaneously increasing ROAS by 20%</li><li>Build a data-driven report by analyzing platform performance, audience engagement trends, and timing strategy, providing insights that drove a 25% increase in social media engagement</li><li>Collaborate with the creative team to develop compelling ad copy variations and implement A/B testing, resulting in a 15% increase in CTR on top-performing creatives</li></ul>	

<b>Digital Marketing Intern</b> <i>NestPlus Realty</i>	Austin, TX 09/24 – 12/24
<ul style="list-style-type: none"><li>Launched targeted content campaigns across social media and produced 3 articles, 2 videos, and 1 case study, generating over 200 qualified leads and 23 direct inquiries within three months</li><li>Revamped Google Ads campaigns by optimizing keyword match types and bidding strategy, boosting conversion rates by 23% within two months and exceeding initial campaign projections.</li><li>Improved mid-funnel conversions by launching retargeting campaigns for high-intent visitors using personalized ad creatives and time-sensitive delivery, resulting in a 26% increase in form submissions and lower cost per conversion</li><li>Orchestrated on-page SEO improvements by redesigning user flow in Figma and refining value propositions, which included A/B testing CTAs, decreasing bounce rate by 17% and improving user engagement</li></ul>	

<b>PR &amp; Communication Intern</b> <i>Burson Cohn &amp; Wolfe</i>	Beijing, China 05/24 – 08/24
<ul style="list-style-type: none"><li>Collaborated with a third-party designer to create the LinkedIn Business Transformation brochure to facilitate partnerships across Greater China, with the briefing receiving 15,000 views within 5 weeks</li><li>Established and maintained relationships with over 12 media contacts, assisting with pitch development and press release distribution, which contributed to a 12% increase in LinkedIn's media coverage in Q3</li><li>Orchestrated high-profile LinkedIn Open Day event, assisting in event coordination and stakeholder outreach, and secured national media coverage from CGTN</li></ul>	

### PROJECTS & LEADERSHIP

<b>Co-founder</b> <i>DigiLab   AI-Powered Digital Marketing Simulation Learning Platform</i>	New York, NY 09/24 – 12/24
<ul style="list-style-type: none"><li>Conducted market research through surveys and interviews with 200+ stakeholders to develop a complete learning journey and 10+ business case studies, bridging the gap between education and industry demands in digital marketing</li><li>Developed a high-fidelity UI prototype utilizing Figma, integrating an AI-powered chatbot, enhancing user interaction and engagement with real-time learning support</li><li>Led usability testing with 2,000+ students, collecting qualitative and quantitative data that revealed an 82% in satisfaction rate and a 96% in CTR on core platform features</li></ul>	

<b>President</b> <i>Honor Society of National Communication Association</i>	Austin, TX 10/22 – 05/23
<ul style="list-style-type: none"><li>Expanded student network to 300+ members by orchestrating 3 career panels and 10 coaching sessions, elevating student involvement and creating a more connected campus community</li><li>Drove \$4,000+ in donations by cultivating relationships with 5 local businesses and NGOs for sponsored events, resulting in non-profits onboarding 90+ new volunteers</li></ul>	

### PROFESSIONAL SKILLS

- Skills:** Excel, GA4, HubSpot, Canva, Tableau, Adobe, PowerBI, Semrush, Mailchimp, SQL, Python
- Certificates:** Google Ads Certificate, Google Analytics Individual Certification, Meta Blueprint Media Buying Professional
- Language:** Mandarin, English