XIAOHAN (ARIEL) YU

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Portfolio: madebyarielyu.com

EXPERIENCE

The Haihaus May 2026 - Present
Content Creation Intern, Hybrid

- Produced and edited short-form content for multiple brands across Instagram and TikTok.
- Led a multi-location New York interview, developing 20+ questions and coordinating logistics and B-roll.
- Tracked platform trends and content performance to pitch timely formats and creative recommendations.

NUR Protein Apr 2026 - Present
Social Media Marketing Intern, Remote

- Created social-first video and graphics that helped grow Instagram followers from 5K+ to 9K+.
- Turned emerging trends into platform-native concepts, shot lists, and fast-turn edits.
- Developed street-content, UGC, and campaign ideas designed to drive social engagement.

RedNote Apr 2026 - Present
Independent Content Creator, Remote

- Develop fashion content from trend research and concept through copywriting and visual design.
- Generated 20K+ views and 1K+ likes through fashion content designed to spark conversation.
- Turn niche aesthetics and cultural trends into accessible social storytelling.

Flourish Jan 2025 - May 2025
Production & Marketing Intern, Remote

- Edited 20+ podcast episodes and repurposed interviews into 50+ platform-ready clips and social assets.
- Identified compelling hooks and interview moments to create concise, audience-facing stories.

Sina Weibo Feb 2023 - May 2023
Marketing Intern, Beijing

- Created 100+ creator-focused posters and educational assets for Weibo's official account.
- Monitored platform conversations, creator activity, and competitor content to inform timely social ideas.

The Economic Observer - Modern Advertising Magazine Oct 2020 - Dec 2020
Production & Marketing Intern, Beijing

- Led an editing team producing eight weekly entertainment-news videos, increasing views by 10K+.
- Turned entertainment news, audience conversations, and platform trends into timely video topics.

EDUCATION

Boston University Sep 2023 - Jan 2026

Master of Fine Arts, Film and Television Studies

University of California, Santa Barbara Jan 2021 - Dec 2022

Bachelor of Arts, Film and Media Studies

SKILLS

Content & Strategy: Creative Strategy, Trend Research, Copywriting, Content Repurposing, Content Analytics
Production & Post: Video Editing, Interview Production, B-Roll, Story Editing, Sound Mixing, Color Correction
Platforms & Tools: Instagram, TikTok, Premiere Pro, After Effects, DaVinci Resolve, Photoshop, Canva, CapCut
Languages: English, Mandarin Chinese