

CELESTE XIONG SUSAN

Marketing · Advertising Specialist
(312)973-7191 | xiongceleste@gmail.com | [Portfolio](#)

WORK EXPERIENCE

OM Seating

Marketing Coordinator

Ontario, CA

Aug 2023 – Nov 2024

- **Designed graphic and animation content**, including proposals, sales tutorials, brochures, email graphics and GIFs, event posters, and name tags using Adobe Creative Suite, which contributed to a 20% increase in lead generation.
- Managed and updated company **websites**, consistently refreshing content and integrating 2,000+ product options monthly to maintain accuracy and relevance.
- Planned and executed targeted **email marketing** campaigns, conducting A/B testing on subject lines, visuals, and CTAs to improve open rates by 25% and click-through rate by 15%.
- Led the **3D chair builder project** that enables customers to design and visualize custom chairs. Collaborated with 3D vendors to ensure accurate digital representations and oversaw the quarterly release of new chair builder page for series.
- **Edited and enhanced images of 30 chairs per month** using Photoshop, providing high-quality visuals to support sales pitches/bids and customer engagement.
- Assisted in planning and coordinating logistics for **events** such as annual trade shows and sales meetings, introducing products to potential customers, 15% of which converted to sales, boosting product visibility and driving revenue growth.

Shanghai Construction Group America (Food & Beverage Department)

Marketing Coordinator

Los Angeles, CA

Jan – May 2023

- Produced visually striking print and digital materials, such as 10+ menus showcasing 100-200 courses, restaurants websites, social media calendar, posters, marketing reports, recognized for efficiency and maintaining a cohesive brand identity.
- Enhanced event participation by 40% by tailoring marketing messaging to customer insights and company objectives.
- Conducted market research and partnered with stakeholders to support business development and franchise strategies.

Mercedes-Benz China

Marketing Coordinator

Remote

Dec 2021 – Jan 2022

- Conducted global market trend research, collected findings on the products' competitiveness, positioning, celebrity endorsement, target audience, and holiday marketing strategies.
- Produced presentations and visual reports with actionable insights on consumer trends and global campaigns.

Freelancing & Professional Development

- Graphic Design | HTML, CSS | Google Analytics

Nov 2024 – Present

EDUCATION

University of Southern California - Annenberg School for Communication

M.A. in Public Relations and Advertising

GPA: 3.78

Los Angeles, CA

May 2023

Columbia College Chicago

B.A. in Arts Management (Fashion Studies Minor)

GPA: 3.98 | Dean's List for six semesters | Graduated Summa Cum Laude

Chicago, IL

May 2021

Beijing International Studies University

BEd in Trade and Economics

Beijing, China

June 2021

ACHIEVEMENTS

Columbia College Chicago Career Center Student Employee of the Year – 2019

SKILLS

Technical: Photoshop, InDesign, Illustrator, AfterEffect, Acrobat, HTML, CSS, WordPress, Squarespace, Wix, MailChimp, Stripo, CET, Microsoft Project, Brandwatch, Google Analytics, Orange, Octoparse, Salesforce, Canva, Hootsuite, Later, Microsoft Office.

Professional: Graphic Design, Web Design, Social Media Management, Project Management, Public Speaking, Storytelling, R&D, Customer Service, CRM, Training.

Interpersonal: Communication, Cross-Team Collaboration, Creativity, Attention to Detail, Problem Solving, Networking, Quick Learner, Adaptability, Time Management, Teamwork, Strategic Thinking.

Linguistic: Bilingual in Mandarin and English.