

Xi (Sissi) Chen
Pittsburgh, PA • sxchen26@gmail.com • ix115.com

EDUCATIONAL EXPERIENCE

Carnegie Mellon University
Master of Entertainment Industry Management

Pittsburgh, PA
August 2026 – May 2028

Tufts University
B.A. International Relations; Minor in Studio Art

Medford, MA
August 2022 – May 2026

Additional Coursework: Entrepreneurial Marketing, Entrepreneurial Finance, Entrepreneurial Leadership

Dean's List for Spring 2023, 2024, 2025, 2026

Research Publication: Independent marketing publication under the mentorship of Columbia University's Prof. Kagan (2024).

EXPERIENCE

China Kingway Culture & Comm. | Creative Strategy & AI Intern

Beijing, China | May – Aug 2026

- Led partnership outreach for 4 AI technology companies, preparing collaboration materials and representing the startup in 3 meetings with Volcano Engine (ByteDance).
- Produced 3 executive briefs on Beijing AIGC incentive programs, identifying subsidies of up to RMB 10M and informing the company's site-selection strategy.
- Served as the sole company representative at Hengdian World Studios, acting as the English–Mandarin liaison in meetings with the Vice President of Hengdian Group and senior VFX professionals.

Wumung Theater Club at MIT | Publicity Manager & Visual Designer

Cambridge, MA | Sept 2025 – May 2026

- Developed the visual identity for 2 theatrical productions, designing 50+ print and digital assets including official posters, playbills, and promotional materials displayed across campus.
- Managed publicity campaigns across Instagram and campus media, supporting productions that reached 500+ audience members while maintaining a cohesive visual brand.

Robert Reiser & Co. | Marketing Intern

Hybrid · Medford, MA | Jan – Apr 2025

- Collaborated on a 5-member consulting team to develop a 130+ page SEO and digital marketing strategy for B2B clients in the seafood and pet food industries.
- Presented a 90-minute strategic recommendation to the company's Chief Marketing Officer, including competitor analysis, keyword research, Paid Ads, and campaign proposals.

SELECTED PROJECTS

TONE | Writer, Director & Creative Producer

July 2026

Experimental AI-Assisted Concept Film

- Wrote, directed, and edited a 108-second concept film, leading screenplay development, visual direction, shot design, sound design, and post-production.
- Produced comprehensive production documentation, including a creative brief, character design assets, workflow guidelines, budget, and production timeline.

A Mind With No Shore | Author, Illustrator, Designer

Feb – July 2026

- Wrote and self-published a 21,000-word, 150-page philosophical manuscript analyzing Pantheon and Arcane through an original relational ontology framework
- Includes 20+ original paintings and photographs while independently designing the book's layout, cover, and print-ready files using Adobe InDesign

Personal Website | ix115.com

Jun 2026 – Present

- Designed and launched a 15+ page personal website integrating original photography, videography, artwork, writing, business projects, publications, and professional portfolio materials, using Figma, Adobe Creative Suite, GitHub, Vercel, and Decap CMS

SKILLS & INTERESTS

Creative Tools: Adobe Creative Suite, Figma, Final Cut Pro, Photography, Visual Identity, Creative Direction, Prompt Engineering (Seedance 2.0), GitHub, Vercel, Decap CMS, AI Creative Workflows

Languages: Native Mandarin, Fluent English

Interests: Interactive entertainment, film & television, contemporary art, equestrian, skiing, music, National Park Road trips.