Tiffany Xia

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Education

New York University, Bachelor of Arts in International Relations *Sep 2020 – May 2024*

- Minors in Business Studies and Psychology

Experience

Harvard Business School, Predoctorate Research Assistant *May 2026 – Present*

- Support the research lifecycle and qualitative data synthesis for research investigating entrepreneurial decision-making, assisting in founder interviews to map how startups identify market gaps and prioritize early-stage problems.

Rolex, Tudor Watch - Public Relations *Mar 2025 – Present/June*

- Manage weekly press tracking and compile detailed monthly performance reports for Geneva HQ using DMR, Launchmetrics and Muckrack to support visibility into U.S. market performance.
- Coordinate product loans and press initiatives for major campaigns and partnerships such as Watches & Wonders, Inter Miami CF, F1 Racing Bulls, Tudor Pro Cycling.
- Work with top-tier publications to coordinate media attendance and event communication for activations.
- Assist the digital and marketing team to develop campaign recaps, internal strategy decks, and cross-channel materials.

US Gateway LLC., Chief Operations Officer *Jun 2021 – Present*

- Lead operations for a cross-border executive engagement firm serving Sino and U.S. institutions, managing programs with partners including Columbia University, NVIDIA, Yale School of Management, and University of Pennsylvania.
- Oversee full operations flow from demand generation through billing and post-event delivery, ensuring high-touch execution across delegations, executive education programs, and institutional convening.

Powered by Professionals, Fundraising & Event Coordinator Intern *Feb 2025 – May 2025*

- Supported strategic donor and stakeholder communications for nonprofit clients, coordinating outreach across honorees, board members, and media partners to strengthen event visibility.
- Contributed to the full event lifecycle from pre-event planning through live fundraising auctions and post-event logistics, ensuring seamless on-site execution.

Projects

Building, Claude Code, React, Figma, etc.

- Built and shipped functional apps independently as a non-technical founder. **[xffny.com]**

Stealth LegalTech Startup, Co-Founder

- Co-founded a B2B legaltech startup building a cryptographic receipt layer that gives courts mathematical proof of whether copyrighted works were used in AI training data.
- Ran discovery interviews with IP litigators to map pain points and buying criteria, iterating on PMF framing twice based on findings.
- Built internal tooling using vibe coding (Cursor, Claude Code, Lovable), cutting manual processing time by 70%.

Learning Across the Ocean Inc., Co-Founder *2016 – 2022*

- Nonprofit building curricula to bridge the educational equity gap for under-served students.

Skills and Interests

Tools: Launchmetrics, Vibe Coding, Figma, Meltwater, Cision, R, Excel, DMR, Muckrack

Additional Work: Market Week S/S 25, Political Campaign Field Organizer, Sorority Treasurer, NYFW F/W 2023, Ballet Teacher, Oboe and Piano Instructor