

Jingyi Xia

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SUMMARY

Business Management professional with experience in cross-border operations, stakeholder management, investment research, and business development across international markets. Skilled in supporting business expansion, evaluating commercial opportunities, and building scalable solutions from strategy through execution. Combines strong ownership, analytical thinking, and AI-enabled problem solving to drive business growth and operational efficiency.

EDUCATION

The University of Manchester, UK **2022.09 – 2023.12**
MSc Business & Marketing (Grade: 2:1)

Northeast Agricultural University, CH **2018.09 – 2022.06**
BA Economics & Management (Grade: First)

PROFESSIONAL EXPERIENCE

Founder Associate | Business Operations **2024.01 – 2025.08**

- Managed relationships with 20+ high-net-worth individuals, business partners, and external stakeholders across multiple markets, delivering high-touch client experiences that generated recurring referrals and contributed to approximately 20% growth in the active client network.
- Led cross-border operational projects across five countries (UK, UAE, Türkiye, Singapore, and France), coordinating 7–10 concurrent stakeholders including legal advisors, banks, property agents, suppliers, and service providers to support business expansion and operational delivery.
- Conducted commercial research and investment due diligence across real estate, hospitality, iGaming, AI, and cross-border ventures, evaluating investment opportunities across multiple asset classes through market analysis, ROI assessment, risk evaluation, and strategic recommendations to support investment decisions exceeding AED 30M.
- Led the end-to-end setup of a UAE-based company, managing incorporation, banking, visa applications, office establishment, compliance processes, financial systems, and operational infrastructure, achieving full operational readiness within one month.

Apex Protocol (web3 decentralized exchange) | Business Development **2026.01 – 2026.05**

- Developed strategic partnerships for ApeX Protocol, a Bybit-backed Top 10 decentralised exchange, focusing on KOLs, trader communities, affiliates, and ecosystem partners across European markets.
- Evaluated and sourced 500+ potential KOLs, affiliates, and trading communities through audience quality, engagement metrics, trading activity, community strength, and reputation analysis, developing partnership proposals, incentive structures, and ROI-driven collaboration strategies.
- Designed partnership and affiliate campaigns by balancing acquisition costs, commission structures, community incentives, promotional activities, and expected trading volume, ensuring commercially sustainable and ROI-focused growth initiatives.
- Secured 7 partnership agreements and expanded access to 10 trading communities with a combined reach exceeding 100K followers, supporting user acquisition and market visibility initiatives.
- Represented ApeX at ETHCC, Paris Blockchain Week, and industry hackathons, building relationships with creators, traders, and ecosystem participants while supporting regional growth initiatives.

Netease Youdao | Growth Operations & Data Intern **2021.10 – 2022.06**

- Improved platform performance by 5% through data-driven analysis, enhancing user experience and engagement.
- Developed CRM dashboards and user segmentation models to identify high-value users and support targeted acquisition strategies.
- Drove engagement and retention of high-value users (up to 90%) through content and community strategies.

ENTREPRENEURIAL PROJECT

Eastern Wander | Founder & Business Builder www.easternwander.com

- Identified and validated a premium inbound travel opportunity through market research, competitor benchmarking, customer segmentation, pricing analysis, and commercial feasibility assessment.
- Developed the venture's market positioning and pricing strategy by benchmarking existing market offerings and customer spending behaviour, designing differentiated service experiences targeted at international travellers while maintaining strong commercial viability.
- Built and launched a 30+ page travel platform from scratch, leveraging AI-assisted development tools to design website architecture, customer journeys, CRM workflows, database integration, inquiry systems, and deployment.
- Built the service delivery and customer acquisition framework, including guide recruitment, partnership development, commission-based collaboration models, customer consultation processes, CRM workflows, and multi-channel acquisition strategies across RedNote, Instagram, and Facebook.

SKILLS

Cross-Border Operations, Stakeholder Management, Agile/Scrum, Commercial Analysis, Excel, SQL, Tableau, AI-Assisted