



Yuxi Yuan

Content Marketing Associate

Yuxi Yuan is the Content Marketing Associate at MacroPolo, the Paulson Institute's think tank. In this role, she drives content creation for newsletters and social media, leveraging web analytics and audience segmentation research to optimize content distribution and devise user growth strategies. Yuxi also contributes to the conceptualization and development of multimedia projects and event content.

Before joining MacroPolo, Yuxi honed her skills through internships at notable organizations such as GroupM, Pfizer, and Prudential Financials. During these experiences, she gained practical expertise in media campaigns, marketing analytics, and full-cycle marketing plan development. Yuxi holds an MS in Integrated Marketing Communications from Northwestern University and a BA in Economics from Donghua University in Shanghai.