

Jiatong Li

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Education

Boston University College of Communication

Bachelor of Science, Public Relations

Relevant Coursework: Writing for communication, Media Strategy, Principle and Practice of PR, Corporation communication

Activities: PRLAB, ADclub

Boston, MA

Expected May 2024

Boston University College of Arts and Sciences

Bachelor of Art, Psychology

Relevant Coursework: Social Psychology, Developmental Psychology, Psychology of Learn, Cognitive Psychology

Honors: Dean list Honors

Boston, MA

Expected May 2024

Relevant Experience

Social Supply Shanghai

Marketing and social media Intern

Shanghai, China

2020.09 --- 2020.12

- Responsible for event planning and execution, including brainstorming event themes, purchasing necessary items and assisting in booking event venues, have participated in the planning of cocktail festival and international food night
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- Write social media posts on Instagram for upcoming events

PRLAB --- VERDE

Account Executive

Boston, MA

2022.09 --- 2022.12

- Responsible for the preliminary brand research and situation analysis, identifying brand positioning, setting the feasible target
- Research and pitch to influencers on Instagram, Tiktok and other mainstream social media platforms that conform to the brand through email to seek possible paid partnership
- Pitch to 75 different types of media outlets through different angles
- Conducted a photoshoot for social media content creation, including model and photographer recruitment, location scouting, model fittings, and working closely with photographers after the photoshoot for editing based on clients' needs and requirements
- Create a new brand Tiktok account and post content related to products and photoshoot BTS
- Created a social media calendar to ensure posting consistency and regulate a posting schedule on Instagram and Tiktok
- Establish the #VERDEstudents campaign on Instagram, and brainstorm captions based on the photoshoot pictures for the Instagram post
- Filmed a student-centered interview video related to the brand, including hiring a videographer and editor for post-production
- Organize a pop-up event to raise brand awareness, responsible for reserving event revenue, customize and purchase giveaway products such as notepads, pencils, sticks, and T-shirts, decorate event podium

Additional Experience

Service Dog Project

Account Manager

Boston, MA

2022.09 --- 2022.12

- Responsible for preliminary research and situation analysis of the project

- Organize the information based on the information of the organization in the old website and create an entire new website

Aman Hotel PR Plan Project

Project team member

- Responsible for Aman hotel information research
- Propose potential PR challenges and find solutions to implement

Boston, MA

2021.01 --- 2021.05

Canada Goose Marketing Plan

Project team member

- Responsible for Canada Goose background investigation and analysis
- Put forward the feasible plan to increase sales volume and simulate the implementation

Boston, MA

2021.01 --- 2021.05

Skills

Computer Skills: Microsoft Word, Canva, Qualtrics, Adobe Premium Pro

Research Skills: SPSS, Microsoft Excel, Qualtrics,

Language Skills: Mandarin (fluent), English (fluent), French

Honors: Dean List honor