

# May Li

[mugemayli@gmail.com](mailto:mugemayli@gmail.com) | (929)395-7613 | [LinkedIn](#) | [Web](#)

## EDUCATION

### Carnegie Mellon University, Heinz College

Los Angeles, CA

Master of Entertainment Industry Management

May 2024

**Relevant Courses:** Script & Story Analysis | Film & TV Marketing & Legal Affairs | Guest Experience Design

### Fudan University

Shanghai, CN

Bachelor's in Management, Majoring in Marketing

June 2022

## PROFESSIONAL EXPERIENCE

### TikTok LIVE US

Los Angeles, CA

Operations Enablement Intern

June 2024 – Sept. 2024

- Strategized and executed go-to-market actions for key product features like the Vault and Solo Match, enhancing product penetration through in-app pushes, banners, public discord and newsletters
- Initiated the TikTok LIVE official blog by publishing and promoting the first product article, achieving over 97K page views
- Empowered Creator Network Managers by developing a business wiki and creating training materials for internal enablement

### Sony Pictures Television – US TV Research

Los Angeles, CA

Market Intelligence & Content Insights Intern

Sept. 2023 – Dec. 2023

- Executed primary research studies on viewer perceptions through surveys for on-air series
- Conducted IP Exploration Research on various franchises such as *The Sims* & *Underworld*
- Managed weekly content social performance of SPT's on-air series with *Talkwalker* and *Canvs*
- Supported the team with ad-hoc requests such as note taking, research coordinating, data visualization, and survey link testing

### Highland Film Group

Los Angeles, CA

Marketing Intern

June 2023 – Aug. 2023

- Constructed social strategy plan and managed the marketing production pipeline for new titles
- Created trailers, promos, posters and designed social post content for media marketing using *Adobe Creative Suite* and *Canva*

### Shanghai Disney Resort

Shanghai, CN

Operations Integration Intern

Mar. 2021 – Sept. 2021

- Partnered with operation teams to drive seasonal campaign execution excellence
- Developed weekly campaign progress reports and analyzed various marketing touchpoints
- Helped with administrative requests including meeting coordination, internal event planning and database management

## ACADEMIC PROJECT & RESEARCH

### Capstone – Sony Pictures | Video Game Adaptations

Los Angeles, CA | Oct. 2023 – May 2024

- Conducted comparison analysis between gamers and non-gamers on various creative elements regarding video game adaptations into film/TV through survey-based research using *Qualtrics*

### Graduation Thesis | Scarcity Product Selling Mechanism

Shanghai, CN | Mar. 2022 – June 2022

- Used conjoint analysis method via *SPSS* to test the correlation and relative importance of 4 key attributes, and their impact on customer's purchase intention and perceived fairness

## SKILLS

**Languages:** English (fluent) | Chinese (native)

**Technical:** Proficient in Python | R | SPSS | MS Office Suite | Adobe Creative Suite | Qualtrics

**Interest:** Themed Entertainment Lover, Theater Geek

**Hobby:** Alto Singer at C# A Cappella Group, K-pop Dancer, Photographer