

CHERLYN LI

LI CHEUK YEE

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https://cherlynli.com

- SKILLS -

Soft Skills

Verbal and written communication

Social media marketing

Communication planning

Web and graphic design

Multimedia production

Brand management

Hard Skills

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe Premiere

Adobe Audition

Microsoft Office

Final Cut Pro

Word Press

- LANGUAGES -

Cantonese

Native or bilingual Proficiency

English

Full professional Proficiency

Mandarin Chinese

Full professional Proficiency

Korean

Limited working Proficiency

- INTERESTS -

Travel

Theatre Art

Modern Dancing

Event Photography

Language Learning

EDUCATION

2020 - 2025 (expected)

BSSc (Hons) in Journalism and Communication (Public Relations and Advertising practicum), The Chinese University of Hong Kong

Expected First class, Major GPA: 3.4 / 4

Relevant Coursework:

- Advertising Art Direction - Audience Analysis and Strategy - New Media Advertising

2023 - 2024

Journalism and Communication Studies, B.A., Loyola Marymount University, Los Angeles, California, United States

Outgoing Study Aboard Exchange Programmes

WORK EXPERIENCES

Present

The LMU Lions

Social Media Editor & Reporter

- Implemented digital marketing strategies for the page, including publish in content creation, support the maintenance of social media platforms and coordination with desk editors
- Monitored and Tracked the page's performance data, engagement rate etc.

June 2022 - August 2022

Wunderman Thompson Hong Kong

Summer Intern

- Identified, assessed and facilitated potentials events that can enhance clients' sales
- Assisted in support marketing campaigns from planning to execution
- Oversaw creative execution and ensured adherence to client identity/corporate guideline
- Prepared report of advertising performance and maintained overall quality control
- Conducted pre campaign analysis and post campaign evaluation for clients including Nikon APAC, AIA and HSBC Regional

LEADERSHIP EXPERIENCES

August 2021 - August 2023

Chung Chi Student Union

2023 Orientation Organizing Committee

Class of 2023 Graphic Designer

2022 Orientation Publication Executive Committee

- Facilitated administrative operation and orientation programs for over 450 students
- Supervised and coordinated designs work with internal departments
- Designed and published more than 10 official souvenirs and booklets
- Provided strategic direction and organized promotion campaigns for events

71th Representative Council & Election Committee

School of Journalism and Communications' Representative

- Represented department students on college and campus matters
- Actively participated in meetings and Standing Committees of the Council

70th Founders' Day Student Festival Design Sub-committee

November 2020 - April 2021

Enactus Hong Kong - social entrepreneurship project

Co-founder, Publication Director of Cirqual (CUHK project team)

- Created ideas and executed marketing campaigns including the use of social networks, gained more than 800 followers with less than 8 months (Instagram: @cirqualhk)
- Worked with Key Opinion Leaders (KOLS), YouTubers, micro influencers, etc to promote brand
- Presented findings to judges using market analysis, won the *Most Popular Project Team Award*