

RICHARD LI



Contact Information



3131 McClintock Avenue Apartment #F352, Los Angeles, CA, 90007



213.595.8129



richarrl@usc.edu



www.linkedin.com/in/richardrli



Education

- University of Southern California [Los Angeles, CA | 2013-2017](#)
 - Annenberg School for Communication and Journalism
 - Bachelor of Arts, Public Relations
 - Marshall School of Business
 - Bachelor of Science, Business Administration
- Rhode Island School of Design [Providence, RI | 2012](#)
 - Supplemental Studies in Graphic Design
- International School of Beijing [Beijing, China | 2009-2013](#)
 - High School Degree and International Baccalaureate Recipient



Experience

- Saatchi & Saatchi [Beijing, China | June 2014 - August 2014](#)
 - Advertisement and Marketing Intern
 - Worked directly with Saatchi & Saatchi's clients in conducting market research for their new products.
 - In collaboration with the artistic team, I designed and edited the advertisement campaign for Lexus.
 - I coordinated, facilitated and created Lexus and BMW's social media campaign during the World Cup.
 - Represented Saatchi & Saatchi in revamping the design of China Yili Milk Group's Grain More drink.
- USC Trisight Communications [Los Angeles, CA | September 2013 - January 2014](#)
 - Public Relations Intern
 - Worked on the public relations campaign for Here to Serve, promoting their benefit concert.
 - Scouted various location venues for the event and negotiated prices and contracts with vendors.
 - Created sample press releases, brochures, event fliers and social media ideas for Here to Serve.
- USC Joint Educational Program [Los Angeles, CA | August 2014 - December 2014](#)
 - Teaching Assistant and Class Instructor
 - Created lesson plans for two separate elementary classes in Art History and Sociology.
 - Taught a class size of 30 students for an hour and a half in both Art History and Sociology.
 - Worked closely with the teacher to provide supplemental tutoring with potentially failing students.



Organizations

- Alpha Phi Omega, National Service Fraternity
 - Alpha Kappa Chapter
 - [InterChapter Chair | December 2014 - May 2015](#)
 - [Pledge VP of Fellowship | February 2014 - May 2014](#)
- USC Chinese American Student Association
 - [Assistant Director of Culture Show | October 2013 - March 2014](#)
- USC Quidditch Team



Achievements

- USC Annenberg Dean's List
 - [Fall 2013, Fall 2014](#)
- USC Marshall Dean's List
 - [Fall 2014](#)
- Alpha Delta Lambda
 - Honor's Society
- USC Asian Pacific Alumni
 - Association Scholarship Recipient
 - [2014-2015](#)



Skills & Languages

- Macintosh Operating System
- Windows Operating System
- Word, Powerpoint, Excel
- Adobe InDesign, Illustrator, Photoshop and Dreamweaver
- HTML 5
- Chinese|Fluent