

# RICHARD LI



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## Education

University of Southern California [Los Angeles, CA | 2013-2017](#)

- Bachelor of Arts, Public Relations
- Bachelor of Science, Business Administration

Copenhagen Business School [Copenhagen, Denmark | Fall 2016](#)

Social Media Management, Retail Marketing, Consumer Behavior & Event and Festival Management.

Rhode Island School of Design [Providence, RI | Summer 2012](#)

Supplemental Studies in Graphic Design



## Experience

Nosco [Copenhagen, Denmark | August 2016- Current](#)

### **Marketing Intern**

- Currently leading a team of four in building the company's marketing engine and platform to engage potential clients in the Danish, German and Austrian markets.
- Developing a marketing strategy that will align with the company's well established sales team to increase profits by year end.
- Establishing the marketing analytics to enhance the company's understanding of their marketing audience profiles.

Kid City Hope Place, Los Angeles United Methodist Foundation [Los Angeles, CA | May 2016- July 2016](#)

### **Public Relations and Sponsorship Consultant**

- Established Kid City's marketing campaign for its charity event, which saw an increased attendance by 20% from years prior and an increase of charity funds by 7%.
- Created the visual imagery for Kid City's "Splash of LA" charity event that was implemented on its social media accounts and event page, which led to approximate total of 10,000 views and 2,000 shares.
- Provided training for 15 staff members on social media messaging strategies, sponsorship etiquette and press release writing.

USC Herman Ostrow School of Dentistry [Los Angeles, CA | May 2015 - August 2016](#)

### **Marketing Assistant for the Continuing Education Program**

- Implemented a variety of telemarketing communication strategies that increased attendance at the School of Dentistry's continuing education courses by 3%.
- Served as a social media and marketing consultant for the School of Dentistry's continuing education department, increasing the attendance and sales of the department by 6%.
- Provided quality customer service for events with attendances up to 500 at the various courses at the School of Dentistry.

Kidstir [Los Angeles, CA | May 2015 - July 2015](#)

### **Public Relations, Marketing and Operations Intern**

- Increased Kidstir's website traffic by curating blog posts on Facebook and Examiner by 5% in June 2015.
- Facilitated the company's public relations strategy for their newly established start up partnerships and sponsorship events, which saw an increase in sales by 5% in July.
- Reduced June's operational costs up to 3% through changing manufacturing suppliers, and modifying the postal boxes.

Saatchi & Saatchi [Beijing, China | June 2014 - August 2014](#)

### **Advertisement and Marketing Intern**

- Lead a team of five interns that analyzed Lexus' key target demographic to overcome its branding issues in the Chinese market.
- Facilitated and created Lexus' social media campaign during the World Cup, increasing their social media presence by 10% at month end of July 2014.
- Worked directly with Saatchi & Saatchi's clients in conducting market research for their new products and market presence.



## Leadership

Alpha Phi Omega, National Co-Ed Professional Leadership Service Fraternity

[VP of Pledge Education | June 2015 - December 2015](#)

Guided 31 new members through leadership development, team building projects, and collectively achieving 1200 hours of service as a team in nine weeks.

[InterChapter Chair | December 2014 - May 2015](#)

Facilitated and planned 35 networking events with eight different schools with 300 members across the Southern California region.

USC Chinese American Student Association

[Assistant Director of Culture Show | October 2013 - March 2014](#)

Directed a cast of 14 people as well as spearheaded the marketing program.



## Achievements

- USC Annenberg Dean's List
- USC Marshall Dean's List
- Alpha Delta Lambda Honor's Society [2013-2017](#)
- USC Asian Pacific Alumni Association Scholarship Recipient [2014-2015](#)



## Skills & Languages

- InDesign, Illustrator, Photoshop
- Excel, Google Analytics
- Final Cut Pro
- HTML 5
- Chinese, Fluent



## Interests

Traveling, Cooking, Museums, Photography & Beach Volleyball