

Chenao Li

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SUMMARY OF QUALIFICATIONS

- Over 9 years of experience in event photography, landscape photography, and post-production, demonstrating versatility and expertise in capturing and refining visual content.
- Over 3 years of experience in social media content creation and operations.
- Proficient in using design, editing, and composition software such as Adobe Photoshop, Lightroom, Premiere Pro, After Effects, and Audition.
- Extensive experience in social media operations and strategic planning, contributing to increased brand visibility and engagement.
- Have a professional background in Communication.
- Strong storytelling skills in both visual and written content creation, optimizing the effectiveness of advertisements and marketing.

EDUCATION

Bachelor of Arts in Communication

Expected Graduation (December 2023)

University of California San Diego, La Jolla, CA

WORK EXPERIENCE

Social Media and Advertising Operations Assistant

June 2020 - September 2022

Wangjin Trading Co., Beijing, China

- Orchestrated and executed successful product advertising shoots, enhancing the product's image in media. Utilized creative composition and professional photography skills to increase the visual appeal of advertisements, contributing to a boost in product sales. Product advertising photography, creative composition, teamwork.
- Devised compelling product copy that synergized with visual elements, improving the effectiveness of advertisements. Advertising copy creation, brand storytelling.
- Engaged in social media operations, successfully managing, and implementing social media strategies. Increased follower count on social media platforms, enhancing brand visibility and interaction in the digital space. Social media operations, strategic planning, content management.

Photographer

2014 - Present

AF Photography Studio, Online

- Captured memorable moments at various events, including weddings and competitions. Produced high-quality photos that not only satisfied clients but also contributed to a positive reputation and increased referrals. Event photography, managing different shooting conditions, client communication.
- Provided stunning landscape images for social media accounts, enhancing the visual appeal of content. Contributed to the growth of online presence and engagement for clients by delivering captivating and shareable landscape photos. Landscape photography, social media content creation, understanding visual storytelling.
- Led post-production efforts, skillfully using professional software to refine and enhance photos. Ensured each image met high visual standards, garnering praise from clients and audiences. Post-processing, proficiency in image editing software, color correction, creative retouching.

PROFESSIONAL INVOLVEMENT

- Media Content Creator, CoolApk Online Community, Online

February 2, 2017