# **ELLEN LI**

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Detail oriented Data Analyst & Digital Publicity Coordinator with a background in campaign execution and data-driven decision making. Proven record of securing high-profile coverage and executing publicity concepts for top entertainment clients.

**EDUCATION**

**Columbia University |** Master of Science | *Data Analytics*  Dec 2025

**New York University |** Bachelor of Science | Digital *Communications, Journalism and Business of Media &Technology*  May 2022

**PROJECTS**

**Statistic Experimental Design** Present

* Developed a research study that examined the impact of remote versus in-person work environments on employee productivity, job satisfaction, and work-life balance
* Conduced a two-sample t-test in R to compare the mean productivity between these two groups and determine if there are statistically significant differences in outcomes, such as productivity, job satisfaction, and work-life balance

**Predictive Analysis Competition on Kaggle** Present

* Construct a model to predict click through rate (CTR) based on features of the display ad and use it to generate predictions for a set of unlabeled data
* Accurately predict CTR based on a set of variables describing the quality, relevance, type, target audience, and content of the display advertisement

**Persuasive & Interactive Storytelling for Non-technical Audiences** Present

* Developed an interactive Tableau dashboard to analyze performance and key metrics for Peloton’s total annual revenue and customer retention rate since 2022
* Presented data visualization to non-technical audience, highlighting exploratory data analysis and providing actionable insights

**WORK EXPERIENCE**

***Digital Media Publicity Coordinator* |** BRIGADE MARKETING | New York Jan 2023 - May 2024

* Managed multiple projects simultaneously and ensuring all deliverables for clients including daily clippings, social tracking and reports with metrics are on track for their deadlines
* Pitched and secured interview, editorial and social coverage with entertainment and tech outlets for movies and TV shows on behalf of clients including Netflix, Hulu and Lionsgate through unique pitches and targeted research
* Collaborated with cross-functional teams to implement solutions and implement campaigns such as publicity concepts including target audience, stunt ideas, review strategies and digital outlets to pitch for coverage

***On-Site Freelance* |** SLATE PR | New York Mar 2022 - Jan 2023

* Demonstrated exceptional organizational and prioritization skills in creating comprehensive strategies for in-person press junkets and online public relations initiatives
* Tracked and shared daily media coverage, finalized guest lists, helped with media/guest check-ins at red carpet events including 2022 NYFW, Bazaar Icon Party, Breast Cancer Research Foundation Hot Pink Party and GLAAD Media Awards

***Event Development Intern*** | CARVINGBLOCK PR | New York Mar 2022 - Sep 2022

* Designed and implemented secure Relational Databases for client information, contributing to more targeted and effective publicity campaigns Retrieving Data
* Crafted LA Times Food Bowl campaign and press materials, attracting 23 cuisine vendors and receiving 50 positive press coverages.

***Digital Marketing Intern |*** MTV VIACOM | Beijing May 2021 - Sep 2021

* Leveraged Big Data Analysis tools to conduct comprehensive market research for the 2021 MTV Video Music Awards: resulted in 15% increase in customer engagement
* Created content on Weibo (microblogging website) for daily music-related news, interviews, features, and events; developed weekly top music hit summary articles on MTV social platforms, which generated 20K views

**CORE SKILLS**

* Python, R, SQL, Tableau, Power BI, Excel, Adobe, AWS, Google Analytics (GA4), Pivot Tables, PowerPoint, Excel