

# Junction (Junxian) Li

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<https://www.junctionli.com> | LinkedIn: [linkedin.com/in/junxian-li-junction/](https://www.linkedin.com/in/junxian-li-junction/)

\* Authorized to Work in Canada (No Visa Sponsorship Needed) \*

## Professional Profile

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- Skilled in WordPress, HTML, CSS, JavaScript, and Google Analytics, with experience creating user-friendly websites and developing branding for five local beauty startups.
- Strong understanding of SEO practices and the ability to measure the success of marketing campaigns using analytics tools.
- Skilled in event photography, videography, Canva, and Photoshop, creating logos and posters that deliver compelling marketing materials and drive engagement.
- For more project details, please visit my personal website <https://www.junctionli.com>

## Education

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**Diploma of Software Development with GPA 3.97** Sep 2023 - Apr 2025

Southern Alberta Institute of Technology

**MSc Accounting, Governance & Financial Management with Merit** Sep 2017 – Jan 2019

University of Sheffield (UK)

## Experience

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**Web Designer & Developer | 5 companies in Beauty Industry (Calgary, Canada)** Apr 2024 - Till Now

- Developed and executed tailored marketing and communication strategies for 5 small to medium size local businesses in Calgary, including designing and launching secure, user-focused websites with booking functions.
- Created and managed branding materials, providing professional photography, high-quality photo editing, and custom logo/poster designs using Adobe Photoshop and Canva, ensuring cohesive and impactful messaging.
- Optimized online visibility by improving SEO through keyword analysis, content creation, and enhancing website structure, resulting in significant increases in organic traffic and search engine rankings.
- Leveraged data analytics tools such as Google Analytics to monitor website performance and customer conversion rates.
- Provided strategic social media consulting, advising on platform optimization to effectively promote brand awareness and engage target audiences.

**Multimedia Assistant | Harmony the Musical (Calgary, Canada)** May 2024 – Dec 2024

- Regularly updated and maintained website content using WordPress, ensuring alignment with branding guidelines and marketing strategies to enhance user engagement and optimize site performance.
- Conducted high-quality photo and video shoots for rehearsals, interviews, stage photos, and performance using professional equipment, including planning, on-site shooting, and post-production editing.
- Produced social media (such as YouTube) video content, ensuring quality and brand consistency, while optimizing titles, descriptions, and tags to improve search results and engagement.
- Set up cloudHQ to manage email subscribers, gaining hands-on experience in its features for streamlining email communication.

**Bond Trader | Colight Asset Management Co.,LTD (Shanghai, China)** Jul 2019 - Jul 2023

- Collaborated with brokers to negotiate competitive trading prices, and prepared comprehensive reports on financial data insights to support decision-making processes. Responsible for managing daily high-frequency trading in large-scale funds.

**Junior Financial Consultant | Mazars (Shanghai) Co., Ltd (Shanghai, China)** Jan 2019 - Jul 2019

- Maintained strong client relationships by providing tailored financial advice and ongoing support, ensured client satisfaction through regular communication and performance reviews, and identified opportunities for additional value through personalized financial strategies and proactive engagement.

## **Certificate**

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- Google Digital Marketing & E-commerce Professional Certificate
- AWS Cloud Support Associate Specialization
- Meta Front-End Developer Specialization
- First Aid & CPR/AED Level C, Red Cross - Awarded 2023

## **AWARD**

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**Google Dev Fest Calgary - Gemini Game Pitch Competition - 3<sup>rd</sup> Place Winner**

Nov 16, 2024

## **VOLUNTEER**

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**Choir Member in St. Barnabas Anglican Church**

Aug 2023- Till Now

**Wing Kei Walkathon Photographer**

June 2024

**SPLC remote graphic designer**

Apr 2024

**Cashier in Cowboy Casino**

Aug 2023

## **LANGUAGE**

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- English
- Mandarin

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Making Changes Employment Association of Alberta  
6516 1A Street SW, Calgary, Alberta T2H 0G6

Dear Hiring Manager,

I am excited to apply for the Marketing & Communications Coordinator position at Making Changes Association. With a background in web development, digital marketing, and multimedia production, combined with a passion for empowering women and fostering community growth, I am confident in my ability to contribute to your mission of supporting women and teenage girls through meaningful opportunities.

Currently pursuing a Software Development Diploma at the Southern Alberta Institute of Technology, I have honed my expertise in technical tools such as WordPress, Canva, and Constant Contact while building a strong foundation in communication and project management. My professional experience includes designing and developing websites for five local businesses in Calgary. In my role as a Multimedia Assistant for Harmony the Musical, I managed media content, optimized user engagement, and produced visually compelling digital campaigns.

Key qualifications that align with the requirements of this role include:

- **Proven Marketing & Branding Expertise:** Designed and implemented marketing strategies that amplified brand visibility, including optimizing SEO and leveraging social media analytics to drive audience engagement.
- **Strong Communication Skills:** Created newsletters, promotional content, and media releases that resonated with diverse audiences, ensuring alignment with brand goals.
- **Team Collaboration & Event Support:** Worked collaboratively with cross-functional teams to execute campaigns and events successfully, showcasing adaptability in a fast-paced environment.

Making Changes Association's vision to empower women resonates deeply with me. My overseas education and work experience, combined with fluency in English and Mandarin, enable me to connect with diverse communities effectively. As someone dedicated to continuous learning, I have earned certifications such as the Google Digital Marketing & E-commerce Professional Certificate, AWS Cloud Support Associate Specialization and Meta Front-End Developer Specialization, further solidifying my technical and creative abilities.

I would welcome the opportunity to bring my skills and experience to the Making Changes Association and contribute to its impactful work. Thank you for considering my application. I look forward to the possibility of discussing how my background aligns with your needs.

Yours sincerely,  
Junction (Junxian) Li