

JUNXIAN (JUNCTION) LI

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Canadian Digital Industrial Experience

Education:

Southern Alberta Institute of Technology | Software Development Diploma

Sep 2023 - Apr 2025

✓ Capstone Project: "Orbit" Inventory Management System with real demands for a nursing home

Oct 2024 - Apr 2025

Digital Skills

- ✓ **Web Development:** WordPress, JavaScript, Python, HTML, CSS, C#, Java, SQL, Firestore, DreamHost, and API integration.
- ✓ **Creative Media:** Event photography, videography, Photoshop, Canva, and video editing and making. SEO optimization, social media management (LinkedIn, Facebook, Instagram), and related analytics tools.
- ✓ **Certifications:** AWS Cloud Support Associate Specialization, Meta Front-End Developer Specialization, Google Digital Marketing & E-commerce Professional Certificate (Ongoing).

Achievement & Projects

Apr 2024 - Till Now

- ✓ **Google Dev Fest** - Gemini Game Pitch Competition- 3rd Place Winner on Nov 16, 2024, Calgary, Canada.
- ✓ Media management, and website maintenance for a medium-scale local musical theatre. ([Harmony the Musical](#))
- ✓ Website development for 4 local companies. ([New Face Calgary](#), [Hey Beauty MediSpa](#), [ME Aesthetics](#), & [Massage Beyond](#))
- ✓ A photography portfolio website and a Project Portfolio website for myself. ([Junction Li Photography](#), & [JunctionLi.com](#))

Canadian Work Experience

Multimedia Assistant | Harmony the Musical (Calgary, Canada)

May 2024 - Till Now

- ✓ Regularly updated and maintained website content, optimized visual design and user experience, and analyzed traffic and user behavior data to enhance 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 YouTube video content, ensuring quality and brand consistency, while optimizing titles, descriptions, and tags to improve search results and engagement.

Web Designer & Developer | 4 companies in health industry (Calgary, Canada)

Apr 2024 - Till Now

- ✓ Helped local small businesses in Calgary build secure websites tailored to customer needs from scratch. Post-launch feedback indicated a 20%-50% increase in business traffic.
- ✓ Provided professional photography, high-quality photo editing, and custom design services for logos and posters, along with strategic advice for optimizing social media platforms.
- ✓ Improved SEO through keyword optimization, enhanced site structure, and quality content creation to boost visibility and drive organic traffic.

Others

Certificates: Certificate of completion – Metropolitan Bartending School 20 Hours Training, First Aid & CPR/AED Level C, Red Cross - 2023

Languages: Fluent in English and Mandarin, Basic in French and Cantonese

Overseas Experience

Overseas Education

Master Degree | University of Sheffield (UK) | MSc Accounting, Governance & Financial Management

Sep 2017 - Jan 2019

Exchange Program | University of Dundee (UK) | Economics

Sep 2016 - Jun 2017

Bachelor Degree | Northeastern University (China) | English

Sep 2013 - Jul 2017

Overseas Work Experience

Bond Trader | Colight Asset Management Incorporated Company (Shanghai, China)

Jul 2019 - Jul 2023

- ✓ Developed data-driven trading strategies, utilized financial data analysis for informed trading decisions, assisted investment managers with portfolio compliance, and wrote daily reports on financial data trends.

Junior Financial Consultant | Mazars (Shanghai) Co., Ltd (Shanghai, China)

Jan 2019 - Jul 2019

- ✓ Developed personalized, data-driven financial plans and strategies for clients, while expanding business and attracting new clients through market analysis and client profiling.