

# Junction (Junxian) Li

junctionli16@gmail.com | (587)-966-4884 | 424 10th ST NW, Calgary  
<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

---

- A soon-to-graduate software student with a master's degree in accounting, skilled in working with data and numbers, good at communication and coordination.
- 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

---

<b>Diploma of Software Development with GPA 3.97</b>	Sep 2023 - Apr 2025
Southern Alberta Institute of Technology	
<b>MSc Accounting, Governance &amp; Financial Management with Merit</b>	Sep 2017 – Jan 2019
University of Sheffield (UK)	

## Experience

---

<b>Web Designer &amp; Developer   5 companies in Beauty Industry (Calgary, Canada)</b>	Apr 2024 - Till Now
<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• 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.</li><li>• Leveraged data analytics tools such as Google Analytics to monitor website performance and customer conversion rates.</li><li>• Provided strategic social media consulting, advising on platform optimization to effectively promote brand awareness and engage target audiences.</li></ul>	
<b>Multimedia Assistant   Harmony the Musical (Calgary, Canada)</b>	May 2024 – Dec 2024
<ul style="list-style-type: none"><li>• Regularly updated and maintained website content using WordPress, ensuring alignment with branding guidelines and marketing strategies to enhance user engagement and optimize site performance.</li><li>• 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.</li><li>• 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.</li><li>• Set up cloudHQ to manage email subscribers, gaining hands-on experience in its features for streamlining email communication.</li></ul>	
<b>Bond Trader   Colight Asset Management Co.,LTD (Shanghai, China)</b>	Jul 2019 - Jul 2023
<ul style="list-style-type: none"><li>• 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.</li></ul>	

**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.

**SKILLS**

---

- **Programing:** Python, JavaScript, C#, SQL, Next.js, React, React Native, WordPress
- **Photography:** Adobe Photoshop, Canva, Lightroom
- **Analyst:** Google Analytics, Wind, Excel

**Certificate**

---

- 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**

---

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

Nov 16, 2024

**VOLUNTEER**

---

**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**

---

- English
- Mandarin

# Junction (Junxian) Li

junctionli16@gmail.com | (587)-966-4884 | 424 10th ST NW, Calgary  
<http://www.junctionli.com> | LinkedIn: [linkedin.com/in/junxian-li-junction/](https://www.linkedin.com/in/junxian-li-junction/)

---

Dear Hiring Manager,

I am excited to apply for a role where I can contribute my expertise in web development, digital marketing, and multimedia production. With a strong technical background and a passion for creating meaningful impact, I am confident in my ability to support organizational goals and deliver results.

Currently pursuing a Software Development Diploma at the Southern Alberta Institute of Technology, I have developed technical proficiency in tools such as WordPress, Canva, and Constant Contact. My professional experience includes designing and maintaining websites for multiple businesses, optimizing user experiences, and creating tailored marketing campaigns. Additionally, I have experience managing media content, driving audience engagement, and producing visually compelling digital assets.

## Key Highlights

- **Marketing & Digital Expertise:**  
Designed and executed strategies to enhance online presence, including SEO optimization, social media analytics, and content development tailored to diverse audiences.
- **Communication & Content Creation:**  
Developed newsletters, promotional materials, and other communication assets that align with organizational objectives and engage stakeholders effectively.
- **Collaboration & Project Management:**  
Worked with teams to execute projects and events successfully, demonstrating strong organizational skills, adaptability, and attention to detail.

My dedication to continuous learning has led me to obtain certifications such as the Google Digital Marketing & E-commerce Professional Certificate, AWS Cloud Support Associate Specialization, and Meta Front-End Developer Specialization. With fluency in English and Mandarin, I am skilled at building relationships across diverse communities.

I am eager to bring my technical skills, creativity, and enthusiasm to a dynamic team. Thank you for considering my application. I would welcome the opportunity to discuss how my background aligns with your organization's needs.

Yours sincerely,  
Junction (Junxian) Li