Likun Liu

1230 Amsterdam Ave, New York, NY 10027 | 773-949-3594 | 113643@tc.columbia.edu

EDUCATION

Teachers College, Columbia University

New York, NY Expected: Sep 2024 - Dec 2025

M.A. in Communication and Education

Fudan University Shanghai, China

B.A. in Translation and Interpretation, Minor in Psychology and Sociology

Sep 2020 - Jul 2024 Rank: 3/16

• Honors: Outstanding Student of Fudan University

WORK EXPERIENCE

Plan International Shanghai, China

Communications Intern

Sep 2023 – May 2024

 Authored comprehensive and educational social media content aimed at raising awareness and sparking conversations about women's health and menstrual education, effectively positioning the company as a trusted source of information and advocacy in the sector

- Designed and executed interactive posts, such as quizzes, myth-busting slides, and practical health tips, to drive user engagement, enhance reader knowledge, and foster a loyal online community
- Led campaigns supporting adolescent menstrual health education by coordinating with local partners and stakeholders to organize community outreach events, effectively engaging schools and communities in rural and urban areas and promoting key initiatives on children's rights and gender equality

TAL Education Group Shanghai, China

Part-time Instructor (High School Curriculum)

Jan 2023 - Jul 2023

- Attended teaching training and engaged in follow-up teaching plan designs and material upgrades based on comprehensive analyses of successful teaching cases in public schools
- Conducted personalized, two-hour weekly tutoring sessions for five high school students, tailoring lessons to individual learning needs and strengths to maximize academic performance
- Wrote study reports for students covering post-class summaries, midterm and end-of-class evaluations

AIESEC (Youth-led Organization)

Shanghai, China

Course Assistant

Jul 2021 – Aug 2021

- Led ice-breaking and in-class discussion sessions with cross-national participants from Canada, Ukraine, and the UK in the Global Leadership course, using diverse teaching tools to facilitate effective communication
- Hosted brainstorming sessions, presenting and summarizing feasible protection measures, and wrote 500-word commentaries in English for each group member after each session
- Organized cultural swap activities and leadership role-playing exercises, using structured turn-taking and breakout rooms to ensure inclusive participation and diverse perspectives

PROJECT EXPERIENCE

Tencent Games (Capstone Project): Game Design and Marketing

Shanghai, China

Game Designer

Sep 2021 – Dec 2021

- Led content campaigns focused on player stories and interactive content to sustain community interest
- Worked with cross-functional teams to create marketing content supporting game launches and retention
- Coordinated with partners to use major platforms like QQ and WeChat for targeted promotions, incorporating strategic insights into content development and operational analysis to improve player experience and maintain long-term engagement

EXTRACURRICULAR ACTIVITIES

Student Union, Fudan University

Shanghai, China

Sep 2021 – Jul 2023

- Vice President, Deputy Director of Public Relations Department
- Liaised and established long-term partnerships with 30 businesses to facilitate campus activities
- Developed and executed 14 campus activities with a total number of over 1000 participants
- Served as the secretary of the 49th Student Congress of Fudan University to organize/support Congress

SKILLS

Programming: Python, HTML/CSS, Javascript, SPSS

Techniques: Video Editing, Graphic Design, Canva, Quantitative & Statistical Analysis, Decision Analytics