

# Lindi Qi

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## EDUCATION BACKGROUND

### Goldsmiths University of London

Global Media & Transnational Communications | MASTER

London, UK  
10/2020 – 09/2022

- Courses: Global Media, Mediate Violence, The UK Media Industry, Journalism, Geopolitics

### Hefei University

Journalism & Communications

Hefei, China  
09/2012 – 07/2016

- Courses: Mass Media, New Media Introduction, Website Design, Journalism Introduction, 3Ds Max

## WORK EXPERIENCE

### Zeux | PA (Part-Time)

London, UK  
07/2022- Present

- Internal Management:** Independently complete the comprehensive and administrative affairs of the leadership office, including arranging travel itineraries, meeting arrangements and minutes, managing company budget expenses, expense reporting, and data archiving, etc.
- Business Operations:** Responsible for office location selection, tax registration and filing, vehicle tax and registration management, project procurement price negotiation, and other work.

### PingCoo | Senior Media Executive

Shanghai, China  
07/2019- 06/2020

- Media Maintenance:** Communicate with integrated media channels, assist the marketing team in negotiating the annual media framework, collaborate with the technical team to build up the company's media data system, maintain the network of media relationships, undertake media projects for 4A clients, mainly responsible for L'Oreal Group.
- Sourcing Development:** Based on the company's strategy and market development plan, formulate annual investment strategies with the team, explore new platforms vendors such as Taobao, Douyin, Bilibili, etc., estimate the investment return rate of the media budget, also contact the market team to touch new customers.

### Social-Touch | Media Executive

Shanghai, China  
03/2018- 06/2019

- Media Resources:** Pitch and keep connections with media accounts based on brand requirements, analyze account followers' profiles, followers' loyalty, sales capability, and data traffic, cooperate with celebrities and top influencers posts such as Kan Qingzi, Li Jiaqi, and Xinshixiang, and accumulate top and middle-tier media resources in the market, reaching over 2000+.
- Strategy Plan:** Independently responsible for small-scale project media strategies, assist in achieving landing goals for large-scale campaigns, optimize channel reserve structure, and develop media promotion strategies based on project strategy. For example, for celebrity projects, expand the volume from fan community; for technical products, dig out professional domains for brand reputation promotion; for beauty category products, mainly focus on video evaluations to lay out media resources.
- KOL Promotion:** Evaluate the media value of the internally incubated accounts based on the project's matching degree and recommend suitable own influencers to clients.

### JunoChina | PR Specialist

Shanghai, China  
10/2016- 02/2018

- Brand planning:** Assist the project leader in completing the annual brand strategic planning, develop product communication themes and content plans based on client briefs, communicate project progress with design, marketing, and other teams. Have participated in more than 10 brand planning activities, including the Be&Cherry Yang Yang live event and the Dazhong Dianping ten-year membership offline event.
- Content operation:** Participate in the construction of content matrix, produce materials based on different demands, responsible for building the company's WeChat official account and website, participate in brand activities for Fosun Group, Be&Cherry's new product releases, and public relations articles, script activities, H5 rule setting, and other copywriting work for brands.
- Media management:** Assist in maintaining media relations, inviting media to participate in brand activities and controlling events rundown, while tracking online public comments and completing media data display to clients.

# PROJECT EXPERIENCE

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## Volvo Polestar Project | Project Manager

**Project Overview:** The Volvo new product project partnered with Sohu, Sina, and ATHM media to showcase the brand glory and racing culture of the Polestar model. Through online and offline activities in Chengdu, the project aimed to preview the power performance configuration of the Polestar model.

**Responsibilities:**

- Collaborate with authoritative bloggers and automotive websites to conduct a series of performance evaluations of the Polestar to increase the brand's recognitions. Set up H5 interactive games offline to actively engage potential customers and showcase interact with new customers..
- Managing media buying, price negotiations with media partners, and maximize the use of media budgets to voice the event , also increase media engagement both online and offline and expanding the coverage of advertising.
- Collect activity leads and data delivery results in the later stages of the project and deliver media performance to clients.

**Project Results:** Through effective promotion and media delivery strategies, the project attracted the attention of potential consumers and promoted sales growth.

## Mamonde Cushion Project | Project Executive

**Project overview:** The project aims to leverage the influence of popular celebrities to drive fan-based economy, create buzz on social media, and ultimately promote e-commerce and offline purchases to achieve a complete marketing loop. My task was to independently manage the entire project with a budget of over 2 million.

**Responsibilities:**

- Developed media placement strategies and negotiated pricing and specific placement plans with media outlets to ensure compliance with the budget.
- Tracked placement effectiveness and analyzed data to adjust placement plans based on actual results to improve activity efficiency and ROI.
- Maintained relationships with media outlets, ensuring smooth communication and maximizing placement effectiveness.
- Placed resources on Weibo, fan groups, and all four major app platforms to achieve a total topic exposure of over 190 million.

**Project results:** By comprehensively utilizing the influencers and celebrities' fan community and social media, we successfully attracted a lot of attention and discussion. Potential Customers participation and purchasing willingness also significantly increased, and the entire project received high praise from the company and clients.

# SKILLS & HOBBIES

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<b>IT:</b> Microsoft Office/ Photoshop/SQL	<b>Language:</b> English / Mandarin	<b>Hobbies:</b> Tennis / Traveling/Hiking
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