

BONN LI

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Address: Amanuensvägen 14/1205, 11416, Stockholm



Educational Background

Stockholm University, Sweden

Master of Sciences: Education (2023.08–2025.06)

Related Courses: Educational Research Methods, Educational Planning, Education and Development, Globalization and Education, Education for Sustainable Development, Language and Education

Xi'an International Studies University, China

Bachelor of Arts: English (2012.09–2016.07)

Related Courses: Educational Psychology, Principles of Education, Educational Administration, Language Teaching Methodology, English Linguistics, Curriculum and Teaching Theory

Xi'an International Studies University, China

Secondary Program: Marketing (2013.09–2014.07)

Related Courses: Principles of Marketing, Consumer Behavior, Market Research and Analysis, International Marketing, Digital Marketing and Social Media Marketing



Working Experience

Position: Content Creation (Part-time)

Kinesiska skolan Nya Stjärnan(09/2024–Present)

Responsibilities: Creating content and coordinating basic photo/video production (idea, scripts and editing)

Position: Overseas Technical Support Engineer (Full-time) NovaStar Technology(02/2022–06/2023)

Responsibilities: On-site technical consultation and problem feedback, SaaS product demonstrations, technical training, statistical analysis, and B2B return visits; Assist sales and R&D team to promote new products, collect market demand and product optimization suggestions.

- *Projects and Achievements: Collection and analysis of business pain points and market needs, and working with R&D to provide reports that impact two significant product updates*

Position: Product Manager (Full-time)

TAL Education Group (12/2016–01/2022)

Responsibilities: Planning marketing product promotion activities; Discovering potential B2C clients through market research, write copy for social ads(TikTok, Wechat), email, and blog posts; Analyzing product data and competitor to provide insights to support marketing and product optimization strategies.

- *Projects and Achievements: Planning and executing targeted product promotions and social marketing strategies that resulted in a 70% increase in social media engagement and attracted over 600 new clients.*

Position: Marketing Internship

New Oriental Technology Group (06/2015–01/2016)

Responsibilities: Market B2C research and competitor analysis; Data collection and potential user maintenance; Online community and social media operation.



Strengths and Relevant Skills

Languages: Proficient in written and verbal English (CEFR C1); Native speaker of Mandarin Chinese; Swedish and Spanish beginner

Skills: Proficiency in Microsoft Office Suite and Google Suite, HubSpot and Zoho CRM, Python Basics

Strengths: Multi-tasking skills; Strong communication and organization skills; Keen insight into market trends; Extreme learning and adapting capabilities; Awareness of teamwork