

Li Ling

Copywriter

lling12360@gmail

Scarborough, Ontario

WORK EXPERIENCE

Copywriter

Yingfen Advertising Agency

10/2020 - 05/2021, Beijing

Achievements/Tasks

Participate in brainstorm and pitch executable ideas that may involve the agency's powerful animation team Write advertising materials content

Project Manager

Dui Advertising Agency

03/2020 - 08/2020, Beijing

Achievements/Tasks

Act as advertising manager for assigned clients including e-commerce giant JD.COM and Internet giant SOHU, independently propose and execute campaigns

Collaborate with co-workers by providing creative ideas and writing copies that cover various SNS such as Weibo, WeChat and Douyin

Senior Copywriter

Wom Public Relations Agency

11/2017 - 03/2020, Beijing

Achievements/Tasks

Participate in brainstorm and pitch executable ideas that make part of a campaign proposal, serve Internet giants such as Alipay and Douyin(TikTok China)

Act as PR manager for assigned clients(mainly home appliances brands like Haier), make communication plans and manage day-to-day PR deliverables

Use PowerPoint to make proposal slides that clearly show our creative ideas

Copywriter

Ruiyang Technology Co., Ltd.

06/2017 - 10/2017, Beijing

Achievements/Tasks

Use online editing tools to provide content for the company's WeChat account

Write product manuals for later use in exhibitions or business developments

EDUCATION

Bachelor of Arts, Chinese Language and Literature

Huazhong University of Science and Technology

09/2014- 07/2018, Wuhan

Courses

Contemporary Chinese Literature

Ancient Chinese Literature