

THOMAS T. LI

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Education

Northwestern University - 3.87 GPA

Sept. 2016 – June 2020

B.S. Communication Studies, Computer Science; Segal Design Certificate

Relevant Coursework –

Technology & Human Interaction

Communication & Technology

UX Design

Statistics for Social Sciences

Research for Marketing Communications

Ward Melville High School - 36 ACT, 2310 SAT, 800 SAT Mathematics II

Sept. 2013 – June 2016

Experience



Superfly - Technology Intern

Sept. 2017 – Dec. 2017

- Update website content using Git/Jekyll/Siteleaf CMS
- Pull user data from company-owned websites using Google Analytics for internal review



Marcel Digital - Digital Marketing Intern

Mar. 2017 – Sept. 2017

- Collaborated with web developers and PMs at a full-service digital marketing agency
- Tracked paid social advertising campaigns (Facebook Ads, Google Adwords) and made ad budget spend recommendations based on consumer metrics.
- Monitored website testing using Ghost Inspector and recommended additional cases for weekly review

Skills & Tools

Code-related: HTML / CSS, Bootstrap, Git, Jira, Bitbucket

Other tools: Trello, Adobe Photoshop, Google Apps, Atomic.io, Digital Photography