

THOMAS LI

Contact

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Education

Northwestern University

B.S. Communication Studies, Computer Science
Integrated Marketing Communications Certificate
Segal Design Certificate
Expected June 2020
GPA: 3.87 / 4.0

Relevant Coursework:

Communication & Technology
Statistics for Social Sciences
Fundamentals of Computer Programming
Data Structures & Algorithms
Human Computer Interaction
Research for Marketing Communications
UX Design

Ward Melville Senior High School

Class of 2016

36 ACT
2310 SAT
800 Math SAT II

Skills

HTML / CSS

Angular.js

Figma

Adobe Photoshop

GitHub, Jira, Trello

Google Apps (Slides/Sheets/Docs)

Microsoft Office (PowerPoint/Excel/Word)

Experience

Incoming Undergraduate Research Assistant, Northwestern CollabLab

Beginning January 2017

- Working with Scott Cambo and Mark Diaz, both Technology and Social Behavior PhD students at Northwestern under Professor Darren Gergle

Technology Intern, Superfly

September 2017 – December 2017

- Updated content on several music festival websites using HTML/CSS and content management systems
- Conducted competitor analysis for mobile and web UX strategy
- Researched website features/components and made suggestions for wireframing to create future website templates

Digital Marketing Intern, Marcel Digital

March 2017 – September 2017

- Collaborated with web developers and project managers at a full-service boutique digital marketing agency
- Loaded content and created new landing pages for client websites using HTML/CSS and content management systems
- Tracked paid social advertising campaigns (Facebook Ads, Google Adwords) and made budget spend recommendations based on user metrics
- Monitored website testing using Ghost Inspector and recommended additional cases for weekly review

B-Status Finances Committee, NU Associated Student Government

October 2016 - Present

- Process funding applications and allocate the Northwestern Student Activity Fund to 100+ B-Status student organizations on a quarterly basis
- Communicate with student organization presidents and treasurers of cultural groups to process reimbursements and assist in planning event budgets

Other Activities

Violinist, NU Philharmonia Orchestra

September 2017 – Present

Family Ambassador, Wildcat Welcome (New Student Orientation)

April 2017 – Present

Member, Phi Delta Theta Fraternity

January 2017 – Present