

Mina Li

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EDUCATION

University of California, Irvine

June 2026

B.S. Computer Science and Engineering | **GPA : 3.900 | In Progress**

Pursuing double major in B.A. Business Administration with an emphasis in Marketing

Relevant Coursework : Marketing, Business and Management, Management Science, Probability and Statistics for Computer Science, Single-Variable Calculus, Economics

Activities: Kappa Alpha Theta, Society of Women Engineers, Chinese Association

RELEVANT EXPERIENCE

Social Media Marketing Manager | Soca Social Agency

Newport Beach, CA | **June 2025 - Present**

- Manage daily social media content and engagement across Instagram, Instagram Stories, and TikTok for 3+ client accounts, maintaining content calendars and organized asset folders.
- Serve as primary social media manager for Nine Glow Skin, achieving a reach of up to 24K+ users through creating posts, story sets, reels, and captions; also create content for Sundarra, Salon Hearth, and Sniff Ts.
- Track, analyze, and report monthly performance metrics using Instagram Insights and TikTok analytics, leveraging insights to refine content strategy, optimize engagement, and grow follower bases across all client accounts.
- Assist with on-site content shoots and campaigns, supporting brand storytelling and visual content production.

PR & Operations Intern | Haute Pilates Wellness Club

Huntington Beach, CA | **June 2025 - Present**

- Supported pre-launch operations of a new Pilates studio, coordinating the setup and execution of in-person community events while capturing photography and video content that reflected the studio's brand identity and voice.
- Conducted in-depth research for studio furnishings, sourced high-quality options within budget, and assisted in setting up the Arketa booking and management platform to ensure smooth operational and client management workflows.
- Compiled and maintained PR and media contact lists, researched potential business collaborators, and coordinated outreach efforts for events, ensuring all communications consistently conveyed the studio's brand voice and identity.

Online Media Director | Kappa Alpha Theta, Epsilon Sigma

Irvine, CA | **Dec 2024 - Present**

- Directed the chapter's online presence across Instagram, Facebook, and TikTok, engaging a community of 2,700+ followers through cohesive, on-brand content.
- Designed, scheduled, and published 3+ posts per week spotlighting recruitment campaigns, philanthropy initiatives, sorority events, chapter executive leadership, and educational content.
- Spearheaded seasonal recruitment content campaigns, producing digital graphics and short-form promotional videos that reached 400K+ users in September.
- Analyzed social media performance weekly using Instagram Insights, refining content strategy to drive a 40% increase in engagement within two weeks.
- Led a marketing committee of 4–6 members to coordinate brand partnerships and sponsorships for social media and chapter events, ensuring alignment with chapter values and maximizing cross-platform engagement.

Merch Chair | Kappa Alpha Theta, Epsilon Sigma

Irvine, CA | **Jan 2024 - Present**

- Led the design and production of 10+ original apparel and accessory items, resulting in a 40% year-over-year increase in merchandise sales.
- Collaborated cross-functionally with vendors and designers to conceptualize, refine, and finalize bulk merchandise orders, ensuring high-quality, on-brand execution.
- Managed the end-to-end online ordering process, serving as the central coordinator between the chapter and suppliers to ensure accurate ordering, timely fulfillment, and seamless distribution.

Computer Science Instructor | Coding Mind Academy

Irvine, CA | **Nov 2024 - Present**

- Instruct K-8 students in a range of computer science topics, including programming, algorithms, data structures, and digital literacy, through both one-on-one and group sessions.
- Develop and deliver engaging lesson plans and activities that cater to diverse learning styles, ensuring students grasp foundational programming concepts.
- Foster a positive and supportive learning environment, adapting lessons based on individual student progress and needs.
- Collaborate with fellow instructors to improve curriculum and teaching methods, ensuring an effective and consistent educational experience across the academy.

SKILLS

Skills: Social Media Marketing, Community Management, Social Media Strategy, PR & Media Relations, Content Creation, Video Content Creation, Digital Design, Design Software Proficiency, Adobe Creative Suite, Canva, Capcut, Web Design & Development, Data Analysis, Brand Analysis, Microsoft Office Suite, Photoshop