

# Mina Li

(516) 713-1356 | ml071304169@gmail.com | Irvine, CA

## 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