

Li Mingzhen

Product, Design, Marketing



mingzhenli



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WORK EXPERIENCE

Entrepreneurial Trainee Intern

Cosmose Inc. (KaiKai) (Aug 2021 - Present)

- Worked closely with Product Manager to support product feature design (Payment, Rating, Interface).
- Collaborated with cross-functional teams (Product, Design, Business) to deliver tasks assigned.
- Managed daily merchandising operations and inventory for product drops.

Marketing and Communications Intern

Systems on Silicon Manufacturing Company
(Jan 2021 - May 2021)

- Designed marketing collaterals for social media to promote audience engagement.
- Engaged in copywriting for internal and external monthly newsletters for corporate communication and branding.
- Planned International Women's Day campaign event along with supervisor to promote gender inclusivity.
- Led the Tableau dashboard analytics design to track newsletter readership and drive data automation.

Marketing Intern

dateideas (May 2020 - Aug 2020)

- Managed social media marketing campaigns to promote brand identity and ensure high-quality brand output.
- Conducted research and development of digital marketing strategy to achieve revenue growth targets.
- Designed organic video content and creative graphics to attract media attention from up to 4k Instagram followers and 50k telegram subscribers.

EDUCATION

National University of Singapore (NUS)

Bachelor of Engineering in Materials Science & Engineering (Hons) (2018 - 2022)

- Vice Communications Director, NUS Engineering Club
Creation of media contents and Engineering Magazine
- Publicity Director, NUS Materials Science Club
Designed and launched MSE Weebly Students Website

SKILLS

Language

Native proficiency in English and Mandarin

Design

Adobe Photoshop, Illustrator, Lightroom, Canva

Website

Basic HTML, CSS, JavaScript, Wix, Weebly, Squarespace

Marketing

Social Media Management, Content Creation, SEO, Tableau

Videography

Premiere Pro, After Effects, Camtasia

Prototype

Sketch, Figma, Marvel