

Lily Li

214-971-0080 | lily_li@berkeley.edu | lilyliphotography.co.nr

I'm a visual and creative person with photography background, and a love for statistics, analytics, and consumer psychology. I'm very detail-oriented and a quick learner.



Education

2013-2017

University of California, Berkeley

B.A. Statistics, B.A. Economics

Relevant Courses

Computing in R	Statistical Analysis	Corporate Finance
Machine Learning	Econometrics (STATA)	Behavioral Finance



Experience

Sept 2014–Present
Berkeley CA

Fung Institute of Engineering, UC Berkeley

Operations Intern

- Process and edit metadata of media archive
- Audit website, analyze click rate and edit broken links
- Produce the first edition of an interactive alumni newsletter editorial
- Recruit new students through contacting undergraduate programs across the world

March 2015–Present
Berkeley CA

Pi Sigma Epsilon

Marketing Consultant

- Design restaurant website, photograph menu items, and set up online menu
- Propose and execute marketing campaigns targeting brand awareness

May 2014–July 2014
Canton China

Canton Fair E-Commerce Co, Ltd

E-commerce Marketing Intern

- Manage social media accounts to interact with sourcing buyers from Asia, Europe, and Americas
- Design plan to increase brand awareness across 3 languages

Oct 2012–Present
Berkeley CA

Lily Li Photography

Photographer

- Provide concert, event, portrait, commercial, and product photography to clients
- Utilize Adobe Photoshop and Adobe Premiere software to edit and process photography
- Manage social media marketing and SEO to increase post interactions to over 10,000.

May 2014–July 2014
Allen TX

Allen City Hall

Data Auditor

- Sort through city database and match data to external spreadsheet
- Execute citywide mass mailing through spreadsheet and word imports

June 2012 – Aug 2012
Philadelphia PA

SeventySix Capital

Market Researcher

- Collaborate across spreadsheets to create technical reports for presentations to management
- Interpreted balances sheets and market comparisons to create briefs and presentations



Leadership

May 2014 – Present
Berkeley CA

Pi Sigma Epsilon, Zeta Chi Chapter | UC Berkeley

Vice President of Marketing, Director of Technology

- Create all marketing collateral for website, recruitment events, and campus events hosted by the chapter
- Maintain the chapter website, conducting regular audits to improve website SEO



Skills

Lucidpress	R	DSLR Photography
Squarespace	STATA	Adobe Photoshop
Wordpress	Excel	Adobe InDesign