

Shuo Li

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EDUCATION

University of Miami

May 2023

Master of Arts in Public Relations

GPA:3.54/4.00

Beijing University of Civil Engineering and Architecture

May 2019

Bachelor of Management in Public Administration

SKILLS

Fluent in English and Mandarin, Familiarity with Adobe Design (Photoshop, InDesign and Illustrator), HTML, SPSS

PROJECT

LifeWallet Stadium |Public Relations|M.S. in Public Relations, UM Miami

- Collaborated in team of thirty-one to launched PR campaigns for LifeWallet Stadium, created comprehensive strategy spans six years, 16 activities and social media tactics to raise awareness for the new stadium, drive attendance and establish the stadium as a premier destination for sports and entertainment in Miami.

EXPERIENCE

Lane Crawford Co., Ltd.

Beijing, China

PR Assistant, PR Department

May 2020- May 2021

- Collaborated with SKIMS and Team Wang to launch successful campaign, resulted in significant increase turnover and broke monthly sales record
- Managed and mentored a team of 30 day-laborers to accomplished backstage works of twice Lane Crawford Fashion Shows; assisted and executed collaboration with Shanghai Fashion Week, ensured all aspects of work are carried out to high standard, events ran smoothly and seamlessly
- Maximized internal communications by authoring and compiling weekly reports of PR media impressions and ad values; monitored and reported to leadership on media sentiment, reduced the spread of negative information instantly
- Communicated with Celebrity teams, collected and analyzed valuable data to foster and complete multiple tasks

Shanghai Hongmin Business Consulting Co., Ltd.

Beijing, China

PR Assistant, Marketing Department

September 2019- February 2020

- Authored and output 10+ pr scripts with industry dynamics, completed the communication of product promotion events with external media resources (Weibo, Red, Wechat), increased engagement (number of "likes" +312%; number of comments +500%)
- Delivered multiple PR activities, in which PR gift gained 300+ exposures, further solidifying user mind and enhancing user praise through brand upgrade building, fully helping the company to accomplish performance targets