

Li Ji

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EDUCATION

S.I. Newhouse of Public Communications, Syracuse University	Syracuse, NY
<i>Master of Science in New Media Management</i>	Dec 2014
University of California Davis	Davis, CA
<i>Exchange Student</i>	2012 – 2013
Shandong University of Technology	China
<i>Bachelor of Science in Economics and Finance</i>	2009 – 2012
• Honors Class of Business School (Top 40 out of more than 1000 students)	

HONORS & AWARDS

Special Credit Grant from S.I. Newhouse, Syracuse University	2014
IRTS (International Radio and Television Society) Workshop Scholarship	2014
First Prize in National English Contest for College Students	2012
“Annual Academic Scholarship” for outstanding academic achievements	2010 – 2012
Honors Class of Business school	2009 – 2012

QUALIFICATIONS & SKILLS

- Google Analytics Individual Qualification(IQ) Certificate
- SEO / SEM / R-project/ AI / Word/ Excel/ PowerPoint/ Html5/ CSS3 / Photography / English / Chinese

PROFESSIONAL EXPERIENCE

Snap-On Tools Inc. , Marketing Assistant Internship	Singapore
• Employ Google Analytics to present and report trends in user behavior and do business analysis and SEO monitoring	
• Help businesses build on websites and execute digital marketing strategies to generate leads, traffic and sales	
• Search marketing content optimization & Social media marketing	May – Aug 2014
On Rite Company Inc. , Marketing Internship	Fort Lauderdale, FL
• Achieve frequent, timely and positive media coverage across all available media channels(Twitter, Facebook etc.)	
• Conduct research in order to identify market requirements for current and future products	Dec 2013 – Jan 2014
S.I. Newhouse of Public Communications of Syracuse University, Online blogger	Syracuse, NY
• Write approximately one post per month on various topics (8 bloggers totally)	2013 - 2014
Syracuse University Program for Refugee Assistance (SUPRA), Financial Officer	Syracuse, NY
• Work on the budget of the organization and event planning	2013 - 2014
Asian Language & Culture Dept. of University of California, Davis "Chinese Table" Organizer	Davis, CA
• Use social media promoting events to help both English and Chinese learners practice	2012 – 2013
University of California, Davis Global Study Program (GSP), Student Leader	Davis, CA
• Served as coordinator between Shandong university of Technology and UC Davis	2012 – 2013
Shandong University of Technology, TV Anchor and Interviewer	Zibo, China
• Broadcast news on university TV Station and local TV Stations	
• Plan TV programs and edited video clips	
• Write articles for Campus Newspaper (40 articles per year about school life and political news)	
China Central Television (CCTV) "Star of Outlook English" Talent Competition, Host	Zibo, China
• Use public speaking skills to host first elimination round	Dec 2010