

JIAHUA LI

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EDUCATION

University of Southern California (GPA: 3.68)

Los Angeles, U.S.

-----MA in Global Communication, Annenberg School of Journalism and Communication

Aug. 2013-Aug. 2014

Courses: Organization Identity, Web Design, Marketing Communication, Hollywood Production Culture, etc.

London School of Economics and Political Science (Top 3 in UK)

London, U.K.

-----MSc in Global Media and Communication

Sept. 2012-July 2013

Courses: Methodology and Statistics, ICT, Globalization, Global Media Industry, etc.

Nanjing University (Top 5 in China)

Nanjing, China

-----BA in Journalism, School of Journalism and Communication

Sept. 2008-June 2012

University of California, Davis

Davis, U.S.

-----Exchange student in Global Study Program

Sept. 2010-Dec. 2010

EXPERIENCE

LA18 KSCI-TV, Programming Department

Los Angeles, U.S.

TV Programming Intern

May 2014-Aug. 2014

- Researched on dramas to assist the department with drama buying and contracting decision
- Scheduled, and administrated multi-channel program lists on platforms such as Titan- Media Star and A-list
- Contacted guests and coordinated program production; Assisted with website/social media marketing

DREAMBIG CAREER

Los Angeles, U.S.

Marketing Intern

March 2014-May 2014

- Planned activities, collected information and translated articles, designed posts for social media marketing, with followers increasing from 7,000+ to 10,000+
- Differentiated the company's brand, developed its service system, and managed content for the new-launched website

CCTV-6, China Movie Report

Beijing, China

Reporting Intern

Sept. 2011-Dec. 2011

- Attended movie receptions, festivals, red carpets, and assisted reporters with shooting, interviewing and writing
- Researched on previous shows and movies to collect and integrate information for reports

PEOPLE'S DAILY, Overseas Edition

Beijing, China

Journalist and Publishing Intern

July 2011-Sept. 2011

- Assisted journalists with selecting, editing, word processing and layout design; Coordinated article publishing
- Independently contacted and interviewed several people, including Maxim's General Manager and the head of the Beijing Planning Exhibition Hall independently and wrote eight articles all published in People's Daily Overseas Edition with one in the section headline

PUBLICATIONS/ AWARDS

- First author, "Society Construction and Dissemination Field of Media Events" Oct. 2011
Published on Journal of *Southeast Communication* ISSN: 1672-9579, CN35-1274/J
- Merit Scholarship, LSE & USC Aug. 2013-Aug. 2014
- Outstanding Student Award (Top 5%), Nanjing University 2010-2011 & 2008-2009
- Second Class People's Scholarship (Top 10%), Nanjing University 2009-2010 & 2008-2009

ACTIVITIES/ PROJECTS

- Web Plan for Chengdu Taste, including stakeholder analysis, marketing and SEO May 2014-Aug. 2014
- UNIQLO Brand Analysis and Marketing, including competitor research and storytelling Sept. 2013-Dec. 2013
- Line producer, web series project-Nightmare Sept. 2013-Dec. 2013
- Presenter, hosting Orientation Party, and *the Elite Tournament of Something about Work* Shanghai TV station, Nanjing University Division Sept. 2009-Sept. 2010
- Minister of the Publicity Department of News Center and the Editorial Department of Radio Station Nanjing University, taking charge of campus interviewing, news editing, and reports Sept. 2009-June 2010

SKILLS / INTERESTS

Computer: Microsoft Office Software (Word, Excel, PowerPoint), WordPress, SEO, SPSS, Prezi, Photoshop

Language: Work Proficiency in English, Native in Mandarin Chinese and Shanghaiese

Interest: Fashion, Movies and TV series, Photography, Travelling, Swimming