

Lei Li
Tel.: 07881739591 Email: lilei67@163.com
Adress: Winchester, Winnall Close, Balfour House

SUMMARY

I am a MA student at Winchester school of art, University of Southampton. As well as I am a outgoing person that everyone can communicate with me easily. Using fundamental computer softwares are quite acessiable for me which mean I can use Excel, Word, PowerPoint easily. Furthermore, I immensely enjoy the environment which can communicate with customers.
Now I hode a T4 visa which has 20hrs/weeks working time.

EDUCATION

❖ Zhengzhou University of Aeronautics BA Environmental Design China National Scholarship Owner	Henan, China 2019-2023 Ranking 1/99
❖ University of Southampton MA Communication Design Arts and Humanities Global Talent Scholars Owner	Winchester, Unite Kindom 2024-2025

WORK EXPERIENCES

Shanghai Pingchuan Enterprise Management Center <u>Project Manager Management Trainee</u>	02/2021-04/2021
❖ Designed and created visually appealing promotional materials, including product promotion visuals and detailed product imagery, enhanced customer engagement and driving sales.	
❖ Established seamless communication with client-side stakeholders, regularly compiled comprehensive monthly summaries to provide insights into business operations and strategic initiatives.	
❖ Orchestrated in-depth product competitive analysis, constructed a robust data structure for competitive landscape assessment and managing competitive analysis protocols.	
❖ Managed video content audit and release on the Douyin platform, compiled and presented consolidated backend data reports to facilitate data-driven decision-making.	
❖ Conducted thorough reviews of copywriting projects, contributed ideas and suggestions for improvement, obtained 38 revisions to refine content quality.	
❖ Spearheaded social media management across platforms such as Weibo, Zhihu, and Xiaohongshu, drove Commune Furniture's brand presence and engagement.	
❖ Orchestrated operations for Commune Furniture's public WeChat account, created and disseminated engaging articles, with individual posts garnering up to 4,482 reads.	

SKILL & INTEREST

Social Skills <ul style="list-style-type: none">❖ Communication Skill❖ Organizaitonal Ability❖ Execution Ability❖ Teamwrok Awareness	Technical Skill <ul style="list-style-type: none">❖ MS office (e.g Excel, Word, Powerpoint)❖ Software Drawing/Modeling (e.g AutoCAD, SketchUp)❖ Image Processing (e.g Photoshop/Illustrator)❖ APP prototype design (e.g Adobe XD, Figma)
Languages <ul style="list-style-type: none">❖ English❖ Mandarin	Interests <ul style="list-style-type: none">❖ Photography, Travelling❖ Table tennis, Video g

AVAILABILITY

Timetalbe							
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	√					√	√
Afternoon	√		√		√	√	√
Evening	√	√	√	√	√	√	√