

Lei Li

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

WORK EXPERIENCES

- Shanghai Pingchuan Enterprise Management Center** 02/2021-04/2021
Project Manager Management Trainee
- ❖ 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

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| <p>Social Skills</p> <ul style="list-style-type: none"> ❖ Communication Skill ❖ Organizational Ability ❖ Execution Ability ❖ Teamwork Awareness <p>Languages</p> <ul style="list-style-type: none"> ❖ English ❖ Mandarin | <p>Technical Skill</p> <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) <p>Interests</p> <ul style="list-style-type: none"> ❖ Photography, Travelling ❖ Table tennis, Video g |
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AVAILABILITY

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