

Winnie Li

Philadelphia, PA | winnieli5200@gmail.com

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business

Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

GPA: 3.68

Major: Management Information Technology | **Minor:** Marketing

Awards: Temple University Grant, Class of 2022 Award, Deans List

Relevant Courses: Web Application Development, Data Analytics, Economics, Marketing Management, Digital Systems, Risk Management

Activities: Sigma Psi Zeta Sorority (Vice President, Web Designer/PR, Fundraising), American Marketing Association, AIS

EXPERIENCE

Fireplace Inc.

Remote

Content Marketing Intern

Jul. 2024 - Present

- Create content-driven articles for clubs, showcasing their activities, events, and member experiences to engage a wider audience.
- Implement SEO practices, including keyword research and on-page optimization, to improve article rankings and increase organic search traffic.
- Boost webpage interactions by 30% through strategic content placement and engaging article topics that resonated with readers.
- Set up interviews with club members and presidents to gather authentic insights and stories, enriching the content with real-life perspectives.

Sigma Psi Zeta Sorority, Inc.

Philadelphia, PA

Social Media Director

Jan. 2024 - Present

- Implement a dual-tiered social media strategy that aligns with organizational goals, resulting in a 70% increase in online presence and a 30% boost in engagement.
- Develop and curate engaging content, spanning posts, images, videos, and stories, resulting in a 25% increase in follower engagement, fostering a strong community, and encouraging user-generated contributions.
- Ensure consistent branding across all channels, strengthening brand recognition.
- Plan and execute successful social media campaigns to promote events, initiatives, and club activities, resulting in a 40% increase in attendance.
- Diligently monitor and analyze social media metrics, offering actionable insights to refine strategies, while staying on top of industry trends to seamlessly integrate new features and strategies.

PROJECTS

New Shoes | *Marketing Management*

Sep. 2023 – Dec. 2023

- Initiated and led the development of a groundbreaking shoe model by conducting a comprehensive consumer survey to discern preferences and trends.
- Successfully identified and targeted key demographics, devising strategic marketing approaches tailored to their needs.
- Formulated a comprehensive marketing plan, including a detailed price analysis, advertising strategies, and promotional initiatives.
- Conducted simulations to forecast sales and revenue outcomes based on various investment scenarios, providing crucial insights into the impact of departmental allocations on overall business performance.
- Demonstrated a keen ability to translate market research into actionable strategies, resulting in measurable progress and enhanced financial outcome.

SKILLS

Application skills: Adobe Creative Suite, UX/UI, Figma (intermediate), Salesforce (novice), Microsoft Office Software, Canva Visual Suite

Certifications: Google Analytics

Language: English and Mandarin