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## PEIHENG “LEE” LI

<b>EDUCATION</b>	<b>MS IN COMMUNICATIONS AND DIGITAL MEDIA STUDIES</b> Florida State University Tallahassee, FL	<b>01/2016 - 12/2017</b>
	<b>CERTIFICATE IN DIGITAL VIDEO PRODUCTION</b> Florida State University Tallahassee, FL	
	<b>BA IN COMMUNICATION</b> South China Normal University Guangzhou, China	<b>09/2010 – 07/2014</b>

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**SKILLS**      **Certificate:** Digital Marketing Certificate, Digital Video Production, TEFL  
**Software:** Adobe Suite (Photoshop, Illustrator, Lightroom, Premiere), TerminalFour,  
Wordpress, Siteimprove, Google Ads, Google Analytics, Outlook, Microsoft Office Suite

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<b>WORK EXPERIENCE</b>	<b>MARKETING COORDNITOR</b> American Education & Translation Services Miami, FL	<b>09/2019 - PRESENT</b>
	<ul style="list-style-type: none"><li>• Manage website including SEO with Wordpress</li><li>• Optimize paid search ads with Google Ads</li><li>• Create social media marketing materials for brand awareness</li><li>• Initiate, create and distribute Email marketing campaigns</li><li>• Manage affiliate marketing campaigns</li></ul>	
	<b>INTEGRATED MARKETING SPECIALIST</b> Tallahassee Community College Tallahassee, FL	<b>04/2019 - 09/2019</b>
	<ul style="list-style-type: none"><li>• Maintained the main public website for Tallahassee Community College</li><li>• Updated and monitored content in content management systems, such as TerminalFour, Wordpress, Siteimprove and Machpress</li><li>• Created landing pages for various departments</li><li>• Photography for different projects, such as TCC's 360° tour on YouVisit, TCC Eagle Snaps and TCC Convocation</li><li>• Participated in other projects, such as TCC2WORK, TCC2FSU, and Student Life</li></ul>	
	<b>MARKETING SPECIALIST</b> Niu China Inc. Tallahassee, FL	<b>05/2018 – 04/2019</b>
	<ul style="list-style-type: none"><li>• Designed promotional posters, flyers, and the menu</li><li>• Photography for the grand opening and daily dishes posts</li><li>• Strengthened customer service skills through politely greeting guests, taking their specific requests into consideration</li><li>• Communicated with food platforms, such as Hooked, Bitesquad, and Doordash</li><li>• Marketed the company with communication plans</li></ul>	

**MARKETING INTERN****10/2018 – 04/2019**

TCC Spark at Tallahassee Community College Tallahassee, FL

- Promoted events on online platforms, such as Eventbrite, Facebook, and LinkedIn
- Created marketing content, such as video commercials and graphic design, for social media platforms
- Wrote communication plans, such as online keyword research, social media plan, and future updates on the main website
- Doubled the enrollment rate of the class of Entrepreneurship

**MARKETING SPECIALIST****02/2018 – 05/2018**

Chuan Café Inc. Tallahassee, FL

- Promoted the company with more than 40 weekly social media posts and a series of short video commercials
- Created and initiated promotion events, including reward card game and spring festival discount game
- Communicated and collaborated with food platforms, such as Yelp and Hooked

**COMMUNICATION SPECIALIST****02/2017 – 12/2017**

Center for Hispanic Marketing Communication at FSU Tallahassee, FL

- Promoted the center through social media, such as designing more than 20 posts with use of Photoshop and Canva
- Created and organized online survey content
- Prepared for an annual event venue which included more than 200 participants

**IMMIGRATION OFFICE INTERN****08/2017 – 12/2017**

Center for Global Engagement at FSU Tallahassee, FL

- Maintained more than 900 documents and entering data
- Monitored more than 900 emails and around 200 phone calls as a receptionist
- Served more than 400 international students and scholars
- Assisted the office by doing other tasks as needed

**VOLUNTER****10/2016 – 01/2017**

Chinese Students &amp; Scholars Association at FSU Tallahassee, FL

- Reached out to catering for special events, such as Mid-Autumn Festival Gala and Spring Festival Gala
- Assisted and welcomed new Chinese students, such as giving rides from the airport, answering daily questions regarding school, banking, food, etc.