

Xue Li

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WORK & LEADERSHIP EXPERIENCE

GTIE

Marketing Specialist, Marketing Department

Miami, Florida

Aug 2021 – Now

- Designed marketing strategies and initiated campaigns for two brands, including NI Furniture and 9iFresh.
- Established ecommerce sales channel on official website, ETSY, and Wayfair, leading to an increase in orders from 0 to 300 in the first month and kept an average 20% rising in the following months.
- Initiated email campaigns through SalesHandy and obtained a 37% open rate and 20% click through rate and set up calls with 10% of the recipients.
- Led website content design (<https://nifurnituremiami.com/> & <https://www.ni-furniture.com/>) from home page to product and customer service section, aligning with the brand position, personality, and promise.
- Designed digital and print branding materials like company profile brochure, product lookbook, flyer, and poster, for online and offline promotion activities.
- Promoted 2B development model by suggesting CBM (customer-based marketing) strategy and expanded business to Texas, North Carolina, and California.
- Built up community marketing for 9iFresh and increased online orders by 50% and per customer transaction by 60%.

William H Newton III PA

Administrative Assistant

Miami, Florida

Mar 2021 – Nov 2021

- Refined core administration systems and working cycles by ranking over procedure, analyzing outcomes, communicating for feedback, automating workflows, and generating better visualization.
- Saved supplies costs and reduced supply rates by 10% through negotiating with current suppliers.
- Introduced a user-friendly electronic filing system, improving filing efficiency by 30%.
- Participated in project management and assisted executives and clients, including preparing and disseminating memos and forms and related paperwork.

SHEIN UK

Marketing and Buyer Assistant, Marketing Department

London, United Kingdom

Apr 2019 – Aug 2019

- Identified one of the main trends of the autumn season, bringing more than 500 new arrivals on market.
- Exceeded the sales forecasting by 35% by engaging in pop-up store hosted in London.
- Conducted market trend research based on 8 fast fashion brands like Boohoo, ASOS, Bershka, and benchmarking for future demand adjustments from different metrics including fabric, printing, and style.
- Led fashion trend analysis on social media and proposed daily post suggestions.
- Promoted internal coordination by counseling with stakeholders including, China's headquarter, production team, design team and buyers to ensure branding consistency.
- Tracked advertisement data on Google and social media and provide budget planning, content ideation and implementation schedules.

ICRC Regional Delegation for East Asia

Marketing Assistant Intern, Marketing Department

Beijing, China

March 2017 – May 2018

- Solved the pain point of lacking frontline specialists on Supply Chain, Water and Habitat, Health and Security Force majors through holding career fairs in universities and organizations, designing filter standards, and establishing talent databases.
- Participated in charity events and raised \$1,130,000 to prevent and alleviate the suffering of people affected by armed conflict and violence.
- Organized materials collected from frontier areas and edited branding articles, leading to an increase in monthly organic traffic by 30% and user engagement by over 20%.

EDUCATION

Cardiff University

MSc Logistics and Operations Management

Cardiff, United Kingdom

September 2019

- **GPA:** 3.8 / 4.0
- **Honors:** Pass with Distinction (Merit Based)
- **Relevant Coursework:** Operations Management, Project Management, eBusiness and eLogistics, Forecasting, Optimization and Stimulation

Beijing Institute of Clothing Technology

Double BA Degree in Marketing and Performance

Beijing, China

July 2017

- **GPA:** 3.5 / 4.0
- **Relevant Coursework:** Fashion Commenting and Writing, Fashion Brand Management and Popularization, Luxury Brand and Market Conspectus, Multimedia and Information Technology, Research and Appreciation of Fashion Trend, Luxury Brand Management, Luxury Consumption Behavior

SKILLS, ACTIVITIES & INTERESTS

Languages: English (Fluent); Mandarin Chinese (Native)

Hard Skills: Microsoft Office; Shopify; Google Analytics; Mailchimp; SalesHandy; Canvas; BuzzStream; Project Dashboard; Hootsuite; Buffer; Quora

Certification: Advanced Google Analytics; Facebook Certified Digital Marketing Associate; Facebook Certified Media Planning Professional; Facebook Certified Marketing Science Professional