

Charlotte Li

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EDUCATION

UNIVERSITY OF MARYLAND

ROBERT H. SMITH SCHOOL OF BUSINESS

B.S. MARKETING 2014 — 2018 in College Park, MD

GPA 3.9 / 4 Magna Cum Laude, top 3%

UNIVERSITY OF AUCKLAND

SEMESTER ABROAD Fall 2017 in Auckland, New Zealand

ACTIVITIES

DESIGN + INNOVATION FELLOWS

FELLOW Fall 2016

Learned about the intersection of design, marketing, and business principles. Applied coursework by developing a brand experience and art directing 2 ad campaigns.

STUDENT ENTERTAINMENT EVENTS

MARKETING DIRECTOR Spring 2016 — Spring 2017

MARKETING TEAM MEMBER Fall 2016

SIGMA PSI ZETA SORORITY

PRESIDENT Fall 2016 — Spring 2017

RECRUITMENT CHAIR Fall 2015 — Fall 2016

PHI CHI THETA BUSINESS FRATERNITY

PUBLIC RELATIONS CHAIR Spring 2017

SKILLS

DESIGN

Adobe PhotoShop, Illustrator, InDesign, Lightroom

Final Cut Pro X, Adobe Premiere

TECHNICAL

Microsoft Office Suite

Google Office Suite

Basic HTML & CSS — and actively learning!

HUMAN

Proficiency in Mandarin Chinese

Admiration of New Zealand English

A patient, happy, and detail-oriented person

EXPERIENCE

ATLANTIC RECORDS

MARKETING INTERN May 2017 — July 2017 in Manhattan, NY

Used SoundScan, MediaBase, MediaView, & WhaleReport to compile weekly stats for roster artists. Designed artist one-sheets and email blasts. Created an intern guide to make inbound process efficient + painless.

STAMP MARKETING

GRAPHIC DESIGNER Sept 2016 — May 2017 in College Park, MD

Designed marketing assets (posters, pins, buttons, social media graphics, shirts) for University clients. Managed 3+ projects at one time.

U STREET MUSIC HALL

DESIGN INTERN Sept 2016 — Dec 2016 in Washington, DC

Edited admats, updated venue wall calendars, created physical + digital college outreach collateral, + designed special show posters.

PARTISAN RECORDS

PR INTERN June 2016 — Aug 2016 in Brooklyn, NY

Tracked social media engagement for label + 25 artists. Sent mass press requests to news outlets. Researched local publications to potentially cover shows.

THE DIAMONDBACK NEWSPAPER

ACCOUNT MANAGER Feb 2015 — May 2016 in College Park, MD

Managed the accounts of 40+ clients advertising in the major campus publication. Prospected and upsold to clients based on previous semesters. Closed \$54,740 worth of print products in total.

HONORS

BANNEKER KEY SCHOLARSHIP

Received a full-ride merit-based scholarship to UMD.

Awarded to <0.6% of university applicants. Those SAT prep classes were useful after all (ask if you're curious!)

ACADEMIC DEAN'S LIST

I was on the dean's list every semester. Basically, I'm a huge nerd and never got any B's.