

charlotte li

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education

UNIVERSITY OF MARYLAND

COLLEGE PARK, MD

Robert H. Smith School of Business
B.S. in Marketing, Intended 2018

GPA 3.9/4.0

UNIVERSITY OF AUCKLAND

AUCKLAND, NEW ZEALAND

Faculty of Commerce
Exchange Program, Fall 2017

GPA 8.25/9.0

experience

ATLANTIC RECORDS | Urban Marketing Intern

MAY 2017–JULY 2017 IN MANHATTAN, NY

Analyzed SoundScan, MediaBase, MediaView, & WhaleReport to compile statistics for weekly artist reports. Designed artist one-sheets and email blasts. Edited cover art & merchandise images using Photoshop.

STAMP MARKETING | Graphic Designer

SEPTEMBER 2016–MAY 2017 IN COLLEGE PARK, MD

Designed eye-catching and clear marketing graphics for Stamp Student Union marketing clients. Met with clients to ensure that their vision was being met. Kept in constant communication with clients.

U STREET MUSIC HALL | Design Intern

SEPTEMBER 2016–MAY 2017 IN WASHINGTON, D.C.

Created graphics to populate all social media channels. Updated show calendar monthly. Design original posters for special U Hall events. Placed orders for posters and handbills.

PARTISAN RECORDS | PR & Marketing Intern

JUNE 2016–AUGUST 2016 IN BROOKLYN, NY

Expedited the day to day activities of an independent record label. Researched music publications. Tracked social media audience engagement for all active artists. Assisted in any area needed.

STUDENT ENT. EVENTS | Marketing Director

JANUARY 2016–MAY 2017 IN COLLEGE PARK, MD

Brainstormed and developed thorough marketing campaigns for 50+ yearly events planned by UMD's programming board. Lead weekly meetings with 40+ marketing team members. Instated new SEE promoter program. Carried out physical campaigns throughout campus & D.C. area.

THE DIAMONDBACK | Advertising Account Executive

FEBRUARY 2015–MAY 2016 IN COLLEGE PARK, MD

Managed the accounts of 40+ clients advertising in the major campus publication. Researched and prospected new businesses and local events each week. Sold \$54,740 worth of print products to clients such as The Color Run and Landmark Music Festival in total.

skills

DESIGN

Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, & Final Cut Pro X. Basic knowledge of AfterEffects.

TECHNICAL

Proficient in social media, Salesforce, Microsoft Office, & Google Office Suite. Working knowledge of HTML.

HUMAN

Speaking proficiency in Mandarin Chinese. Working knowledge of New Zealand English. A happy, patient, proactive, & detail-oriented human.

activities

DESIGN FELLOWS PROGRAM

Learn more about design and its intersection with marketing. Apply studies by developing a brand and relevant advertising campaigns.

SIGMA PSI ZETA SORORITY

PRESIDENT, RECRUITMENT

SMITH LEADERSHIP INSTITUTE

MENTOR (to 10 undergraduates)

PHI CHI THETA, BUSINESS FRATERNITY

PUBLICITY CHAIR, MEMBER

honors

BANNEKER KEY SCHOLARSHIP

The most prestigious merit-based scholarship at UMD, awarded to less than 0.6% of applicants. Covers all costs associated with attending UMD.

UNIVERSITY DEAN'S LIST

ALL SEMESTERS TO DATE

PRIMANNUM HONOR SOCIETY

Selective honor society consisting of the highest performing undergraduate students, based on their first-year academic results.