

# charlotte li

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## education

**UNIVERSITY OF MARYLAND**  
COLLEGE PARK, MD  
Robert H. Smith School of Business  
B.S. in Marketing, 2018  
GPA 3.905/4.0 — Magna Cum Laude

**UNIVERSITY OF AUCKLAND**  
AUCKLAND, NEW ZEALAND  
Faculty of Commerce  
Exchange Program, Fall 2017

## experience

**ATLANTIC RECORDS** | Urban Marketing Intern  
MAY 2017—JULY 2017 IN MANHATTAN, NY

Learned how to use SoundScan, MediaBase, MediaView, & WhaleReport to compile weekly report statistics for Hip-Hop/R&B roster artists. Collaborated on Charlie Puth's sophomore album roll-out marketing strategy with cross-functional team of interns. Took initiative to create a "Marketing Intern Guide" to make intern inbounding more efficient.

**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.

**PARTISAN RECORDS** | PR & Marketing Intern  
JUNE 2016—AUGUST 2016 IN BROOKLYN, NY

Updated spreadsheets with social media engagement for the label overall. Sent 50+ press requests to major news outlets at a time. Researched local music publications that could cover artist shows. Tracked social media audience engagement for 25 active artists weekly.

**STUDENT ENTERTAINMENT 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

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

### SIGMA PSI ZETA SORORITY

PRESIDENT, RECRUITMENT

### 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