

# Charlotte Li

## CONTACT

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208 E. 7th Street  
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## EDUCATION

### UNIVERSITY OF MARYLAND

B.S. Marketing, May 2018  
Magna Cum Laude (top 3%)

Banneker Key Scholar  
Scholarship awarded to  
less than 0.3% of university  
applicants. Covers all costs.

## SKILLS

Adobe PhotoShop  
Adobe InDesign  
Adobe Illustrator  
Adobe AfterEffects  
Final Cut Pro X

G Suite  
Microsoft Office

Mandarin — Advanced

## EXPERIENCE

Present  
June 2018

### JUNIOR STRATEGIST

at Clarke Design in New York, NY

Synthesize secondary research & interviews into strategic insights. Develop value propositions and messaging strategies. Write all internal copy, including 14 case studies.  
*Clients: SAP, Fujifilm, The Global Fight*

Aug 2017  
May 2017

### MARKETING INTERN

at Atlantic Records in New York, NY

Completed strategic marketing plan for Charlie Puth's album roll-out. Designed artist one sheets and email blasts. Compiled weekly stats for roster artists.

May 2017  
Sep 2016

### GRAPHIC DESIGNER

at University of Maryland in College Park, MD

Designed marketing assets for various University departments. Managed 3+ projects at one time, taking sole ownership of each.

Dec 2016  
Sep 2016

### DESIGN INTERN

at U Street Music Hall in Washington, DC

Designed admats, calendars, & show posters.

May 2016  
Feb 2015

### ACCOUNT MANAGER

at The Diamondback in College Park, MD

Managed over 40 accounts of clients advertising in the campus newspaper. Prospected 3 businesses per week. Closed \$54,740 worth of print products in total.