

# JIA LIN LI

Queens, NY • 646-797-0088 • jialin.17@outlook.com • www.linkedin.com/in/jia-lin-li

## EDUCATION

**Boston University**

**Sept 2020 - May 2024**

Bachelor of Science in Advertising

## PROFESSIONAL CERTIFICATES

Introduction to Front End Development | Google

**October 2024**

Digital Marketing | Hubspot

## SKILLS

- **Technical Skills:** Adobe (Illustrator, Photoshop, InDesign, Project Neo), Microsoft (Excel, Word, PowerPoint), Google Suite, HTML, CSS, JavaScript, Figma, Capcut, and Canva.
- **Skills:** Leadership, Team Management, Customer Service, Problem-Solving, Teamwork, Creativity, Adaptability, Active Listening, and Design.
- **Language:** English(Native), Mandarin (Native), Korean (Intermediate)

## PROFESSIONAL EXPERIENCE

**Fly E-Bike Inc.**

**New York City, NY**

**Marketing and Operations Specialist**

**August 2024- December 2024**

- Designed visually compelling social media graphics and short-form videos using Adobe Illustrator, Photoshop, and Capcut, increasing audience engagement by 20%.
- Created targeted digital ads, marketing campaigns, and in-store posters, driving a 50% increase in foot traffic at the LA store.
- Managed a \$2000 Google Ads budget, optimizing keyword targeting and A/B testing campaigns, resulting in a 24% increase in foot traffic at LA and Toronto locations.
- Researched competitor visual trends and audience preferences to refine graphic design choices, improving content relevance and brand appeal.

**AdLab**

**Boston, MA**

**Project Manager Intern**

**September 2023- December 2023**

- Managed project schedules and reprioritized milestones using Google Sheets, improving task completion rates by 20%.
- Led an 8-member cross-functional team (art directors, copywriters, accounts), utilizing Slack and Notion to streamline communication and improve execution efficiency.
- Recognized as a Rising to the Occasion Honoree for exceptional performance in managing projects under tight deadlines.

**StoryBook Channel Inc. @ Boston University**

**Boston, MA**

**Vice President**

**September 2022- December 2023**

- Organized and led fundraising initiatives through social media campaigns and community outreach, raising \$1,000+ and donating 300+ books to local schools.
- Developed and executed member engagement strategies (social events, fundraising), increasing club membership by 15%.
- Streamlined collaboration using Google Suite, improving document management by 25%.

## INTERESTS

Strength-training, Puzzles, Rowing, Learning Languages, Nail Design, and Creative Arts