



# Nora-Ying Li

Harrow

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## About

**Curiosity, Observation, Logical thinking, Teamwork, Conscientiousness, and Stress tolerance**

My interest in my current career path comes from the wish to use my knowledge of digital media in the cultural or educational industries, for example, in the design of cultural or educational products. I believe this is a very up-to-date trend and has considerable potential for the future.

## Employment

- 06/ 2021 – 08/ 2021 **Marketing Planning Intern (Content)** at *Shenzhen Soocas Technology Co., Ltd. Guangzhou Office* 深圳素士科技股份有限公司广州公司
  - ◆ Writing marketing content and post via *zhihu.com* for high-speed hair dryers - main product of the affiliated brand namely 'AIRFLY';
  - ◆ Testing the promotion direction of new products and contacting KOLs to negotiate advertising cooperation;
  - ◆ Monitoring and controlling media placements, analysing and reviewing relevant data to plan future placement pacing (including content, direction, funding, timing).
- 10/2021 – 06/2022 **Leader of Publicity Team** at *Chinese Students & Scholars Association in the University of Westminster*
  - ◆ Responsible for the operation, content posting and planning of official social media accounts (WeChat Official, Weibo, Instagram).

## Volunteering

- 02 – 04/2021 **Student Volunteer in Chinese of the Language Conversation Scheme** at *University of Westminster*
  - ◆ Help students majoring in Chinese, or taking Chinese as an option, to improve their oral conversation skills;
  - ◆ Share an inside view on Chinese culture and increase learners' understanding of the culture in communication.

## Education

- 09/2018 – 06/2020 **Level 4 Partner Progression Project of 2 Years College Diploma in Media** at *Study-Abroad Training Center of CSCSE, International College of Guangdong University of Foreign Study, China*
  - ◆ English teaching, major courses included: Cross-cultural Communication, Contemporary International Relations Theories, Concepts in Cultural Studies, Film Studies, Mass Media & Society, Webpage Design and Development, etc. Achieved overall average GPA of 3.45.
- 09/2020 – 06/2022 **BA Digital Media and Communication** at *University of Westminster, UK*
  - ◆ Has learnt market, competitors, and user personas research, UX prototype and UI design as well as quantitative pilot studies in the social sciences during the completion of course projects. Will finish academic research for a dissertation in the media studies field and a digital media campaign (as a design leader and web designer) before June 2022. Achieved level 5 average score of 71.

## Award

- ◆ 09/2020 **Partner Part Fee Scholarship 2020/21** at *University of Westminster*

## Skills

- ◆ IT:         
- ◆ Language: Chinese (native), Cantonese (native), English (B2), Japanese (A2)