

Yuhao Li

Dallas, TX

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Summary

Marketing & Communications Professional experienced in crafting coherent messaging across internal and external channels. Proven ability to develop content strategies that enhance brand voice and employee engagement. Skilled in digital tools and content management, with expertise in cross-functional collaboration and data-driven campaign execution.

SKILLS

- **Marketing & Communications:** Market Research, Strategy Development, Account Planning, Video Content Creation, Video Editing, Consumer Behavior Research, Customer Relationship Management, Marketing Experience
- **Technical & Tools:** Google Analytics, SendGrid, Asana, A/B Testing, Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, InDesign), Canva, Microsoft Office Suite, Google G Suite, Wix, Reputation Management Tools, Social Media Platforms, PowerPoint Proficiency, Content Management Systems, Digital Communication Tools, Brand Management Principles
- **Core Competencies:** Multitasking Skills

Work Experience

Happy Distro

Jun 2024 - Oct 2024

Regional Marketing Ops Manager

Dallas, TX

- Directed marketing operations in an untapped territory by designing localized strategies and cultivating partnerships, driving a 35% increase in sales and coordinating cross-functional communications using Microsoft Office Suite.
- Coordinated and executed 8 targeted sales events, integrating interactive product demonstrations with promotional incentives to boost sales by 25% and enhance brand visibility through effective digital communication tools.
- Leveraged data-driven market research and consumer trend analysis to strategically position the market and launch 3 new product lines, applying brand management principles to ensure consistent messaging across channels.

Bumble Inc.

Dec 2022 - Apr 2023

Assistant Account Planner

Dallas, TX

- Conducted consumer behavior analysis and competitor benchmarking to shape a marketing communications campaign that increased college student engagement by 10%, incorporating insights from social media platforms.
- Translated survey data and focus group insights into actionable marketing recommendations, culminating in the implementation of 2 campus-specific strategies approved by the COO, and delivered comprehensive presentations using PowerPoint while managing content via content management systems.

Southern Methodist University "CAPE"

Jun 2022 - Jan 2023

Graduate Assistant

Dallas, TX

- Managed data entry and auditing for 20+ courses using Excel and database tools, improving workflow efficiency and ensuring 100% accurate reporting.
- Organized a career fair with 200+ participants, coordinating logistics, employer outreach, and event promotions, significantly improving student job networking opportunities.

Southern Methodist University

Aug 2022 - May 2024

Teaching Assistant - MSA2305

Dallas, TX

- Supported instructional activities for 400+ students across 3 semesters, managing grading, facilitating discussions, and leading interactive workshops, contributing to a 10% improvement in student performance and participation.

2RedBeans

Jun 2021 - Feb 2022

Event Manager

Dallas, TX

- Planned and executed 50+ themed dating events, incorporating user feedback-driven engagement strategies, resulting in a 5% increase in customer satisfaction and an 8% rise in user retention.
- Developed and executed targeted social media and email marketing campaigns, increasing event attendance by 25% and boosting user engagement.

WeMedia Lab

Sep 2019 - Mar 2021

Executive Video Producer

Syracuse, NY

- Co-founded and led a 30-member media team, producing 100+ digital content pieces (videos, articles, and graphics) for Syracuse University's Chinese social media (WeChat, Weibo, and Bilibili), resulting in a 45% increase in engagement and a stronger digital presence.
- Managed recruitment and production operations, implementing workflow automation and strategic content planning, ensuring 100% on-time project delivery and a 35% boost in social media engagement.

TPSS Film & TV Advertising

May 2023 - Aug 2023

Remote Summer Intern (Account Planner)

Dallas, TX

- Conducted market segmentation analysis and consumer behavior research, contributing to the development of 2 successful ad campaigns that increased audience engagement by 15%.

- Performed consumer insights analysis using surveys, focus groups, and Google Analytics, generating recommendations that shaped 2 advertising campaigns, securing a total reach of 100k+ impressions.

Crispina Porter + Bogusky

May 2020 - Aug 2020

Summer Intern (Copywriter)

Beijing, China

- Collaborated with the Creative team to craft social media ad copy, website content, and marketing slogans for high-profile clients (WeChat Pay, Amazon, Red Star Macalline), leading to a 23% boost in brand engagement and visibility.
- Conducted competitor benchmarking, consumer sentiment analysis, and A/B testing, providing insights that shaped 3 successful marketing campaigns, increasing audience engagement by 15%.

EDUCATION

Southern Methodist University

Aug 2022 - May 2024

Master of Arts, Advertising

Dallas, TX

- **GPA:** 3.3
- **Coursework:** Consumer Insight, Advertising, Strategic Planning, Marketing Communications, Account Planning, Advertising Campaigns, Strategic Planning

Syracuse University

Aug 2017 - May 2021

Bachelor of Science, Communication and Historical Studies

Syracuse, NY

- **GPA:** 3.3
- **Coursework:** Public Advocacy, Storytelling, Project Management, International Relations, Presentational Speaking, Foundations of Human Behavior, Modes of Production: Documentary/Experimental films

CERTIFICATIONS

- **UN WOMEN: Social Media Advocacy for Gender Equality:** UN WOMEN: Social Media Advocacy for Gender Equality
- **CQ Center: Cultural Intelligence Training:** CQ Center: Cultural Intelligence Training