



JESSICA Y. LI

DIGITAL MARKETING CREATIVE

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EDUCATION

University of
Southern California,
School of Cinematic Arts

B.A. Media Arts + Practice
Communication Design
Minor, 2021

GPA of 3.92

SKILLS

Graphic Design
Digital Marketing
Web Development
UI / UX Design
HTML, CSS, JavaScript
Motion Graphics
Videography
Photography
Traditional Art
Hand Lettering

TOOLS

Adobe Creative Cloud
Figma & Sketch
WordFly, Buffer, Sprout
Tessitura & Spektrix
Xcode & Android Studio
Processing
Autodesk Maya
Microsoft Office Suite

LANGUAGES

French
Mandarin Chinese

EMPLOYMENT

Fuel Cycle, Marketing and Design Consultant Jan 2021 - present.

- Designed market research case studies and reports with InDesign
- Created and scheduled LinkedIn graphics generating 1k+ followers
- Produced, edited, and animated two 30-minute promotional videos

Three Gems Tea, Marketing Intern Jul 2020 - Sep 2020.

- Garnered 300+ Instagram followers with “Play Oolong” campaign
- Animated brand GIPHYs with 4.6 million+ views using After Effects

Jazz at Lincoln Center, Marketing Intern Jun 2019 - Aug 2019.

- Analyzed engagement of 500+ email marketing campaigns
- Drafted copy for member acquisition and promotional emails
- Coordinated 4 new cross-promotions with neighboring institutions
- Created marketing data visualizations for company stakeholders

LEADERSHIP

■ **Designer (Griffith Observatory)** Aug 2020 - present.
Trojan Marketing Group

■ **Web Developer & Social Media Manager** Aug 2018 - present.
USC Women’s Ultimate Frisbee Team

AWARDS

- Recognized as the **2020 PEER Mentor of the Year** by USC Asian Pacific American Student Services
- Selected recipient of the **2019 Pierre and Mary Cossette Endowed Fund for Student Intern Support Scholarship**

SOCIAL MEDIA

 [linkedin.com/in/jelichu399](https://www.linkedin.com/in/jelichu399)

 @jessicaliphot
@jelidraws