

LILIAN  
LI

## CONTACT

(857) 272-6530

[lilianli@bu.edu](mailto:lilianli@bu.edu)

<https://lilianofli.github.io>

## SKILLS

- Copywriting
- Adobe Suite
- Social Media Marketing
- Proofreading

## ACTIVITIES

- **TREASURER** OF BOSTON UNIVERSITY SYNCHRONIZED SWIMMING
- **PRESIDENT** OF BOSTON UNIVERSITY MALAYSIAN CULTURAL ASSOCIATION
- **SOCIAL MEDIA MANAGER** FOR @VISITPENANG, A LOCAL TOURISM PAGE
- **MEDIA AND TECHNOLOGY DIRECTOR** OF NATIONAL ASSEMBLY OF MALAYSIANS IN AMERICA
- **ART DIRECTOR** OF BOSTON UNIVERSITY ADLAB
- **VOLUNTEER** WITH BIG BROTHERS, BIG SISTERS
- **VOLUNTEER** WITH BROOKLINE PUBLIC LIBRARY

## EDUCATION

**BACHELOR OF SCIENCE, MAJOR IN ADVERTISING,  
DOUBLE-MINOR IN ENGLISH + INNOVATION & ENTREPRENEURSHIP**  
BOSTON UNIVERSITY | SEPTEMBER 2017 - SEPTEMBER 2021  
GPA: 3.69  
DEAN'S LIST, FALL 2017-2018, FALL 2019-2020

## EXPERIENCE

### MARKETING AND COMMUNICATIONS ASSISTANT

BOSTON UNIVERSITY SCHOOL OF LAW  
OCT 2019 - MAY 2020, JAN 2021 - PRESENT

- Created weekly marketing content for incoming and current students to increase brand identity on campus.
- Proofread and organized 2 articles a week on WordPress for better search engine optimization.

### COPYWRITER

M&C SAATCHI MALAYSIA | JUNE 2020 - DEC 2020

- Produced and managed daily social media postings for Celcom, Axiata, MBSB Bank, and Dettol.
- Created 16 digital campaigns for product launches, national holidays, leadership summits, and more.

### MARKETING ASSISTANT

PRIMARK | MARCH 2020 - APR 2020 | POSTPONED DUE TO COVID-19

- Pitched a presentation on strategies and data to manage the new sportswear campaign.
- Analyzed data from social media and studied competitors to improve marketing content.

### EDITORIAL ASSISTANT

AGNI MAGAZINE | SEPT 2019 - MAY 2020

- Reviewed 15 submissions a week to pitch the best adult short stories and poems to print in the magazine.
- Managed relationships between authors, editors, and bookstores.
- Photographed, conducted live tweeting and social media for the book launch.

### AUTHOR OF HOUSE OF KOI

NEW DEGREE PRESS | DEC 2018 - PRESENT

- Published a young adult Malaysian novel to fill in the gap for diverse children literature based in Asia.
- Hosted weekly IG Live series to feature authors and reviewers and to give back to the bookstagram community.
- Planned a successful book launch in a New York City Public Library.