

# Jie Li

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## Education

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### **University of Sheffield BA (Hons) - Social Science (Predicted 2.1) 2016 – Present**

- Relevant modules include: Internet and Society; Introduction to Management, Quantitative Research Methods, Community Engagement
- Worked in a multi-disciplinary team with five other Social Science students on 'State of Sheffield', a group project where I researched public health campaigns in Sheffield and analysed their effectiveness
- Presented findings of research to a panel of academic staff and external experts

### **Sheffield International College - International Foundation Year 2015 – 2016**

- Business, Social Sciences and Humanities, academic IELTS for UKVI 5.0
- Developed my knowledge and understanding of business, economics and financial accounting

### **International High School, Beijing, China 2009 – 2015**

- High School Certificate

## Relevant experience

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### **Insights Intern, Deep Blue, China June 2017**

- 1-week insight into a full service creative marketing agency
- Created marketing copy for a client's online retail campaign
- Assisted in running of social media channels to enhance audience engagement
- Checked accuracy of customer database for up-to-date information

### **Membership Secretary, Digital Photography Society May 2017 – Present**

- Work as part of a five-person committee to successfully manage the running of the society and attract new members through social media campaigns
- Organise events to raise the profile of the society, most recently co-ordinating eight exhibitors for a photography exhibition in Jessop West, which attracted over 150 visitors and generated 21 new members
- Maintain an accurate database of all 131 members, managing renewals and new subscriptions
- Manage the payment of subscriptions into the Society's bank account in a timely manner

### **Vice-Captain, Korfbal Team, University of Sheffield January 2017 – Present**

- Coach the University Korfbal team, organise and lead weekly training sessions, responsible for team selection each week and coordinating travel to matches
- Conducted market research, via email and telephone, to identify interest in a charity Korfbal tournament amongst local schools in Sheffield
- Organised and promoted the tournament within the University and local community including a social media campaign and interviews with local radio, raising £500 for the RAG charity

## **Additional work experience**

### **Customer Service Assistant, Boots, Meadowhall**

**Nov 2016 – Present**

- Originally employed as a Christmas temp and offered permanent role based on excellent performance - twice awarded 'Colleague of the Month' based on positive customer feedback
- Provide high quality customer service, engaging with customers in a professional and friendly manner to promote product sales and solve customer queries
- Organise tasks ahead of time to maintain stock levels and shelf appearances
- Work under pressure at extremely busy times during sales and Christmas period

### **International Office Ambassador, University of Sheffield**

**Sept 2015 – Jan 2016**

- Wrote blogs about being an international student in Sheffield, demonstrating my ability to write clearly for a varied audience.
- Used social media channels such as Weibo and WeChat to communicate with potential students, increasing the University's following on Weibo by 150%.
- Delivered campus tours to parents and families from overseas who were visiting the University, remaining organised to ensure the tours kept to agreed time schedules.

## **Interests**

### **Korfball**

- Member of University of Sheffield Korfball team since October 2016
- Coaching the team and leading training sessions since January 2017

### **Piano**

- Currently learning to play the piano.

### **Chinese culture**

- I like to study Chinese history and culture and participate in regular Chinese classical dancing classes. I am an active member of the University's Chinese Society and Mahjong Society

## **Additional information**

IT skills – Word, PowerPoint, Excel, Access, SPSS,

Languages – English (IELTS 7.0 fluent written and spoken), Mandarin (native speaker), Cantonese (intermediate)

## **Referees**

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