



Emily Li

- Integrated Marketing Professional with experience in Beijing, NYC and HK -

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Resume

Dynamic Integrated Marketing Professional with a creative background and over 7 years of international agency and entrepreneurial experience. Proven track record in designing and executing innovative 360-degree campaigns across Beijing, New York City, and Hong Kong, blending expertise in advertising, public relations, and digital marketing. Culturally adept in diverse markets, passionate about crafting compelling brand narratives and transforming ideas into measurable results.

Experience

2023, Nov - 2026, Jun

ShiftCam
Hong Kong
Senior Marketing
Executive

Industry: B2C Technology Products

- Assist with end-to-end product launches, from positioning and messaging to campaign execution, contributing to six-figure crowdfunding and e-commerce sales.
- Develop creative assets and marketing materials for multi-channel campaigns, collaborating with design, content, and performance marketing teams.
- Own Amazon sales channel, including listing optimization, inventory planning, and PPC management—resulting in 50% YoY sales growth.
- Analyze customer insights and market trends to refine product value propositions and improve conversion.
- Coordinate cross-functional teams to align product, marketing, and sales for successful global rollouts.

2020, Apr - Current

Kitidy LLC &
Ein's Cuteness Lab
E-commerce Business
Founder

Industry: E-commerce B2C Home Goods

- Launched and managed an e-commerce business on Amazon and Shopify, which continued generating passive income after I transitioned to full-time employment.
- Conducted full business operations: supply chain, logistics, finance, marketing, and vendor management.
- Led product listing design and website development with third-party designers and developers.
- Managed Amazon PPC campaigns, optimized bidding strategies, and maintained top search rankings.
- Co-created influencer campaigns across social media platforms to drive brand awareness and conversions.
- Built email marketing funnels using Klaviyo to engage returning customers and abandoned cart shoppers.

2019, Feb - 2020, Mar

Ten Health
New York City
Account Executive

Industry: Pharmaceutical Client: Amgen

- Developed events process resulting in 29 successful events, 8x ROI, doubled the budget for 2020.
- Coordinated the production of advertisements and promotions for Asian and Hispanic markets.
- Coordinated pharmaceutical legal reviews for promotional materials.
- Established and maintained relationships with Asian communities and doctors for the client.

2018, Aug - 2019, Jan

Wing | Grey
New York City
Account Coordinator

Industry: Retail and Pharmaceutical Clients: Walgreens, GSK

- Adapted English-language pharmaceutical advertisements for the US Hispanic market.
- Project Management for the client - kicked off projects with accounts and managed timelines.
- Coordinated pharmaceutical legal reviews.

2016, Mar - 2016, May

Shunya
Beijing
Account Executive

Industry: Technology and Medical brand Clients: Qihoo 360, Zuga Medical

- Directed clients relationships, worked on budgets and timelines of the projects.
- Wrote scripts and worked with the creative team to direct a TV commercial for Zuga Medical.
- Created an Olympic-themed integrated marketing campaign for Qihoo 360 with the team.

2015, Oct. - 2016, Jan

Ogilvy & Mather
Beijing
Account Intern

Industry: Technology Client: Amazon

- Worked with the client to plan and carry out a 3-month digital marketing campaign for Kindle.
- Conducted research and analyzed strategies for the campaign.
- Wrote copy for online advertising.
- Served as liaison between the account group, client, and creative teams.

Education

- **University of Miami** 2016 -2018
MA - Strategic Public Relations – “*Outstanding Graduate Student*” Award
- **Communication University of China** 2012 -2016
BA – Media Creativity – *Class Leader Position All 4 years*