

# Helen Meijia Li

36 Montezuma Trail, Scarborough, Ontario, M1V 1H8

(647) 526-9726 | [helen\\_li7900@yahoo.ca](mailto:helen_li7900@yahoo.ca)

**Objective:** Energetic, driven, and dependable Special Event Management graduate and micro-influencer seeking opportunities for personal and career growth through brand collaborations and industry connections.

## Skills & Qualifications:

- CPR Certificate, Food Handlers Certificate, Smart Serve Certificate, and advanced English and Mandarin
- Proficient with advanced design programs such as Adobe, Final Cut Pro, and MS office suite
- Expert in social media analytics and data driven execution to achieve user acquisition, engagement and retention
- Expert in Chinese traditional dance and advanced in contemporary, K-POP, and Jazz Funk

## Experience:

**Micro-Influencer**, [*Tiktok (~90k), Instagram (5500+), Snapchat, and Youtube*] **May 2020-Present**

- Amassed just under 100k followers across all platforms with minimal overlap across platforms in 6 months
- Utilizing expert social media strategies and tactics through data driven analysis and knowledge of niche cultural folklore to provide exceptional content to grow my brand, retain followers, and preserve culture.

**Treatment & Digital Marketing Coordinator**, *CustomEyes* **January 2020- Present**

- Assist in business development by increasing in-store traffic and revitalizing digital presence
- Management of clientele data while adhering to privacy laws and store-front operations

**Brand Ambassador**, [*Proof Experience, XMC, Fuse Marketing, Tigris, Femme Fatale, Citizen Marketing, Reef Marketing, Diamond Marketing, Mosaic, Mixer, EatItUp Media, Proof Marketing, Karma, T1 Agency, Sparks Marketing, Hart Entertainment, Iris Blue, Blast Marketing and G of G*] **January 2017 - Present**

- Notable brands I've had the pleasure to represent: Louis Vuitton, Google, Globe Race, Nike, Hudson Bay, Brookside, LCBO, Ritual, RBC, Metro, H&M, TD, LEGO and more
- Provided exceptional experiential marketing experiences for the brands while maintaining professional relations with multiple advertisement agencies

**Dance Instructor**, *Private School (confidential) and Private Home Lessons* **May 2018 – March 2020**

- Trained multiple groups of children and teens aged 4-18 on weekends in preparation for music and dance recitals and performances

**Digital Marketing and Communications**, *2MF* **May 2019 – September 2019**

- Analyzed competitor and industry marketing material and digital content for campaign design
- Management of social media accounts, content marketing, and email campaigns

**Dancer & Stage Actor**, *Shen Yun Performing Arts* **June 2011 – September 2017**

- I've honed my skills in Chinese traditional dance, historical and cultural storytelling through over 15 thousand hours of rigorous training and have performed for tens of thousands in over 50 countries and 200 cities
- Performed in hundreds of top stages across the world with sold out shows

## Education:

**Special Event Management Diploma** George Brown College **Graduated December 2019**

**1000+ Hrs Professional Development:** *Hashtag Strategies, Instagram/Tiktok Algorithm, Creating Awesome Content, Landing Brand Deals & Getting Paid, Getting Social Proof, and Creating Sharable Content.* **January 2020-Present**