01 / MARKETING PORTFOLIO

Audience insight. Content that connects.

Shengnan (Shelly) Li

CANBERRA / ANU MASTER OF MARKETING MANAGEMENT

3 years
Independent social media management

100,000+
Cumulative content views

5,000+
Cumulative engagements

I connect audience research, hands-on content production and organised marketing delivery. This portfolio brings together independent social media results, professional marketing work and clearly labelled proposals.

02 / Social media management & results

03-04 / Bilingual content & audience research

05-07 / Marketing strategy proposals

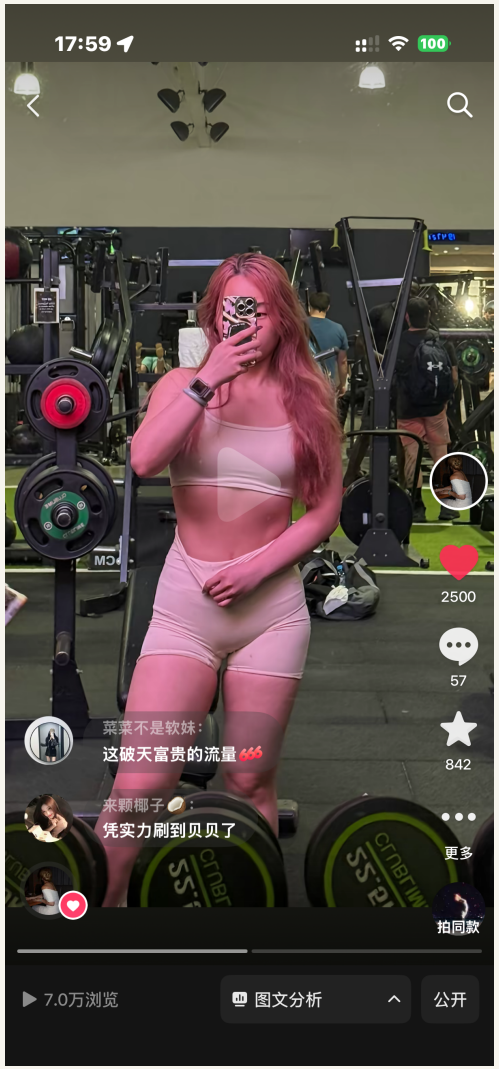
08-11 / Interactive concept & platform campaign

12-13 / Marketing delivery & contact

OPEN ONLINE PORTFOLIO

02 / SOCIAL MEDIA MANAGEMENT

A niche audience. A real response.



100,000+ views

5,000+ engagements

Independent Health & Fitness Account / Douyin / 2023 - Present. Three years managing planning, production, publishing and community responses. Cumulative figures reported by the creator.

Featured post evidence

70,000 views; 2,500 likes; 57 comments; 842 saves. The screenshot shows 3,399 visible interactions. Saves are not labelled as shares.

How I manage the channel

Plan topics and release cadence in a content calendar; track filming, editing and publishing. Produce videos and graphics with CapCut, Photoshop and Canva. Reply to comments and relevant messages, monitor negative feedback and refine topics using engagement insights.

VIEW ORIGINAL DOUYIN CONTENT

03 / BILINGUAL MARKETING CONTENT

Two audiences. Two communication needs.

ALPHALUCE at Guangzhou Design Week

Audience: international lighting companies and industry professionals.

My role: copywriting and page layout, using supplied trade-show imagery.

English summary: an exhibition-focused brand introduction connecting product presentation with an invitation to discover the brand.

Marketing application: professional event invitations, product launches and visually structured newsletters.

OPEN CHINESE ARTICLE 1

ANU undergraduate degree recommendations

Audience: prospective international undergraduate students.

My role: translation and visual layout for degree recommendations from ANU's College of Engineering, Computing and Cybernetics.

English summary: make specialist course information accessible and relevant to prospective students.

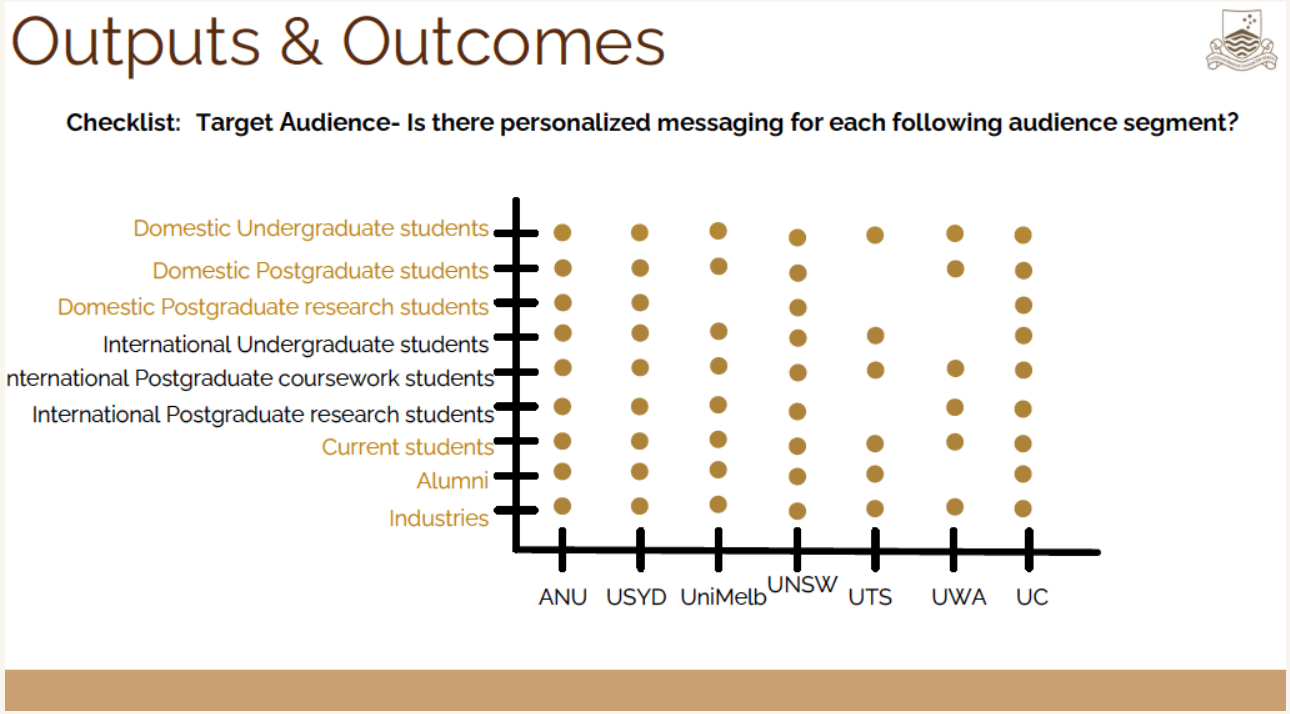
Marketing application: present detailed product information clearly while retaining accuracy.

OPEN CHINESE ARTICLE 2

English summaries and responsibilities supplied by the creator, not full article translations. The original links may require WeChat.

04 / AUDIENCE RESEARCH

Look beyond the likes.



What the evidence shows

An audience-coverage matrix comparing nine segments across seven universities. This maps messaging coverage, not engagement rate or conversion.

My analytical approach

Review competitor content and social interactions, identify audience gaps, then recommend a focused content test. Compare formats and reporting periods consistently.

Marketing application: define audience segments, identify gaps in competitor messaging and recommend focused content tests. Select meaningful measures such as saves, qualified clicks or enquiries for the campaign objective.

Original internship output supplied by the creator. No measured uplift is claimed.

05 / MARKETING STRATEGY - ACADEMIC GROUP WORK

Cancer Council



Small action.
Shared purpose.

Cancer Council Australia / Biggest Morning Tea. Context image; not the proposed origami event.

From awareness to participation

Community campaign proposal / ANU coursework

AUDIENCE

People interested in cancer awareness and community participation.

MY CONTRIBUTION

Contributed to an origami challenge proposal connecting social content with activities in libraries and shopping centres. Helped plan participation, preparation, timing and budget.

MARKETING APPLICATION

Coordinate integrated campaigns across social content, email invitations and in-person activities, with consistent messaging and a clear participation journey.

IMAGE SOURCE

01	**Discover**	02	**Fold & share**	03	**Join in**

Proposed: registration clicks, participation and follow-up enquiries. Proposal measures; no implementation results claimed.

05 / MARKETING STRATEGY - ACADEMIC GROUP WORK

Gungahlin Jets



Gungahlin Jets / Senior Football. Official club photography; not a proposal outcome.

Make more people feel included

Community audience strategy proposal / ANU coursework

AUDIENCE

Women and people from multicultural backgrounds in the local community.

MY CONTRIBUTION

Contributed recommendations for more representative social content and cultural events, including a Mid-Autumn Festival concept combining food and social connection.

MARKETING APPLICATION

Build audience segments and adapt content to their interests, motivations and barriers rather than repeating one message across all channels.

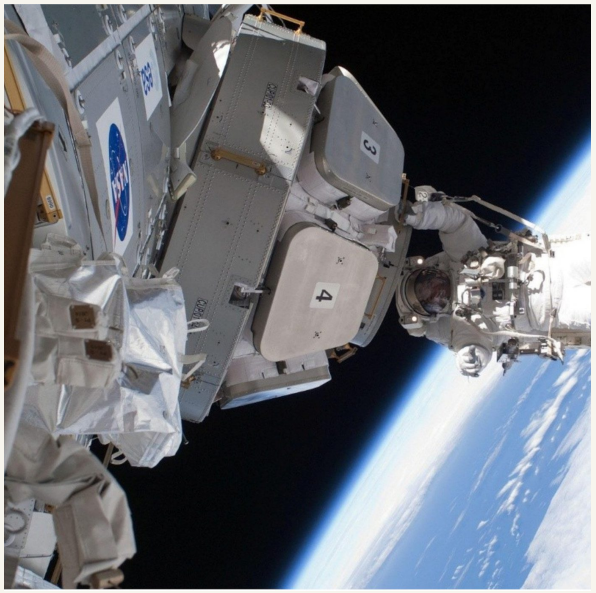
IMAGE SOURCE

01	**See yourself**
02	**Feel welcome**
03	**Take part**

Proposed: relevant engagement, event interest and audience feedback. Proposal measures; no implementation results claimed.

05 / MARKETING STRATEGY - ACADEMIC GROUP WORK

Infinity Avionics



Infinity Avionics / Space Situational Awareness. Official application visual; not my design.

Research that supports outreach

International B2B market development proposal / ANU coursework

AUDIENCE

Potential overseas government, university and research-institution buyers of aerospace camera technology.

MY CONTRIBUTION

Contributed overseas market research and analysis to identify potential markets, partners and customers and support focused recommendations.

MARKETING APPLICATION

Research target accounts, translate technical offerings into relevant messages and organise outreach priorities for a B2B sales team.

IMAGE SOURCE

01	**Map markets**
02	**Prioritise buyers**
03	**Start conversations**

Proposed: qualified contacts, replies, meetings and specification requests. Proposal measures; no implementation results claimed.

06 / INTERACTIVE PRODUCT MARKETING

Customise your space.



The experience

Explore a concept residence, select a hotspot and try three dining pendant styles. Keep a favourite and open its product information.

My contribution

Concept direction, copy and AI-assisted prototyping using ChatGPT and Codex. Canva supports my visual content and layout workflow.

The marketing hypothesis

Giving visitors a design choice may build confidence and personal connection, creating a clearer path to an enquiry.

LAUNCH LIGHT IN PLACE

Inspiration > product choice > product detail > enquiry

Independent concept based on Luxygen website and products. Preset residence, not automatic room generation or a photometric simulation. Conversion uplift has not been measured.

07 / PLATFORM CAMPAIGN - LINKEDIN

A professional design conversation.

L

Luxygen
Campaign concept / not published

A lighting decision is easier to discuss when you can see it in context.

Inspired by Luxygen's project portfolio, Light in Place invites you to explore a concept residence, select a lighting hotspot and compare three pendant styles in the same space.

Use it to start a conversation about atmosphere, proportion and product selection. Explore the concept, then speak with the Luxygen team about your project.



#ArchitecturalLighting #LightingDesign #InteriorArchitecture #Luxygen

Like Comment Repost Send

Audience

Architects, interior designers and specifiers

Objective

Build professional relevance and encourage product exploration.

Format

Project-led image post with a concise professional invitation.

Proposed measurement

Qualified site visits, product-page clicks and project enquiries.

CTA: CUSTOMISE YOUR SPACE

Real project imagery: Industry Braddon, Luxygen. Draft content; no campaign results claimed. Instagram: publish with the destination in the profile link.

07 / PLATFORM CAMPAIGN - FACEBOOK

Invite people to imagine.

L

Luxygen
Campaign concept / not published

What would your space feel like with a different light?

Take inspiration from this Luxygen project, then step into our interactive concept home. Try three pendant styles and see which one feels most like you.

Soft and sculptural, or clean and understated? Customise your space and tell us your favourite. Planning a project? Let's talk about the possibilities.



#HomeInspiration #CanberraHomes #LightingDesign

Like Comment Share

Audience

Homeowners, renovators and the local design community

Objective

Turn inspiration into an approachable design conversation.

Format

Conversational photo post with a clear link and a preference question.

Proposed measurement

Link clicks, meaningful comments and enquiry starts.

CTA: CUSTOMISE YOUR SPACE

Real project imagery: Industry Braddon, Luxygen. Draft content; no campaign results claimed. Instagram: publish with the destination in the profile link.

07 / PLATFORM CAMPAIGN - INSTAGRAM

Let the visual story lead.

L

luxygen

Campaign concept / not published



Like Comment Share Save

Your space. Your light. Your point of view.

Swipe for project inspiration, then explore three pendant styles in our interactive concept residence. One space. A different feeling with every choice.

Which would you choose? Explore Light in Place via the website link in bio and start imagining your own lighting scheme.

#Luxygen #LightingInspiration #ArchitecturalLighting #InteriorDesign #DesignDetails

Audience

Design-conscious homeowners and visual-first interiors enthusiasts

Objective

Earn saves and move visual discovery towards the interactive experience.

Format

Four-image carousel: space, detail, exterior, product inspiration.

Proposed measurement

Saves, shares, profile visits and bio-link clicks.

CTA: CUSTOMISE YOUR SPACE

Real project imagery: Industry Braddon, Luxygen. Draft content; no campaign results claimed. Instagram: publish with the destination in the profile link.

08 / MARKETING COORDINATION

Content, campaigns and communication.

ALPHALUCE / Sales & Marketing Coordinator

Nov 2022 - Jun 2023
Managed product content across Facebook, Instagram, Alibaba and the brand website. Created campaign visuals, live-stream materials and a WeChat exhibition article. Reviewed audience responses and coordinated customer follow-up with sales and operations.

ANU / Marketing & Communications Intern

Jul 2024 - Oct 2024
Produced competitor and audience research, translated degree recommendations and supported social assets and event photography/video. Drafted professional internal notices and stakeholder emails.

Forever New / Team Supervisor

Oct 2024 - Present
Coordinate seasonal promotions, visual merchandising and team priorities. Draft internal notices and emails, share onboarding information and translate customer preferences into relevant recommendations.

Production & working tools

CapCut: short-form video editing.
Photoshop and Canva: visual assets and layouts.
ChatGPT: ideation and copy refinement.
Codex: AI-assisted interactive prototyping.
Content calendars: planning and publishing milestones.

09 / ABOUT + SOURCES

Let's create something useful.

I am seeking a marketing coordination, social media or digital content role where I can connect audience insight with creative production and reliable campaign delivery.

lishengnan_uoft@163.com

INTERACTIVE PORTFOLIO

LIGHT IN PLACE / 3D CONCEPT

SELECTED PROJECT SOURCE NOTES

Luxygen / Industry Braddon townhouse

Real project imagery; collaborators Dept. of Design and Projex. Images belong to their respective owners.

Luxygen / ACQUA product information

The concept is based on Luxygen's official website and products. It is independent portfolio work, not a commissioned campaign. Academic proposals are group work; individual contributions are stated. Source screenshots and account totals were supplied by the creator.