SHENGNAN (SHELLY) LI

MARKETING COORDINATION | SOCIAL MEDIA MANAGEMENT | DIGITAL CONTENT

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PROFESSIONAL SUMMARY

Canberra-based marketing professional with three years managing an independent fitness social media account: **100,000+ views and 5,000+ engagements**. Creates and edits content in CapCut, Photoshop and Canva; manages content calendars, publishing and community responses. ANU Master of Marketing Management graduate with experience in campaign content, audience research, stakeholder coordination and professional internal communications.

SKILLS & TOOLS

Production: CapCut, Adobe Photoshop, Canva; short-form video, photography and English-Chinese copywriting.
Social media: Content calendars, publishing schedules, community management, social sentiment monitoring and engagement analysis.
Coordination: Campaign support, brand guidelines, stakeholder communication and internal notices/emails. ChatGPT for ideation and copy refinement.

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Creator

Independent Health & Fitness Account | Douyin | 2023 - Present

- Generated **100,000+ views and 5,000+ engagements** by owning fitness content from audience research and scripting through filming, editing, publishing and performance analysis.
- Earned **842 saves and approximately 70,000 views** on one fitness post, alongside 2,500 likes and 57 comments, using an audience-focused topic, opening hook and caption.
- Managed a content calendar from topic selection to publication, setting release cadence around audience interests, trends and production capacity and tracking filming, editing and publishing deadlines.
- Managed community responses by answering comments, relevant private messages and audience questions; monitored sentiment, identified negative feedback and flagged concerns to relevant stakeholders when needed.
- Produced short-form videos and graphics in **CapCut, Photoshop and Canva**, adapting edits and captions to platform formats and refining future topics using engagement results.

SELECTED MARKETING PROJECTS

Marketing Proposals | Three Canberra Local Businesses

Project-based work

- Delivered marketing proposals for **three Canberra businesses**, tailoring proposed social copy, visual direction and tone to each brand, audience and platform while maintaining brand consistency.

Luxygen | Platform-Specific Content

Portfolio project

- Created platform-specific content examples for **LinkedIn, Instagram and Facebook**, adapting Luxygen copy, visuals and tone to each audience while maintaining a consistent brand identity.

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PROFESSIONAL EXPERIENCE - CONTINUED

Sales & Marketing Coordinator

ALPHALUCE, China | Nov 2022 - Jun 2023

- Managed product content across **Facebook, Instagram, Alibaba and the brand website**, adapting copy and visuals to each audience while maintaining consistent brand presentation.
- Created campaign visuals, live-stream presentation materials and a WeChat exhibition article, turning product information and trade-show imagery into audience-focused marketing assets.
- Refined content themes and enquiry follow-up priorities by reviewing audience responses and coordinating product recommendations with sales and operations.

Marketing & Communications Intern

Australian National University, Canberra | Jul 2024 - Oct 2024

- Produced an audience-coverage comparison of **seven universities** by analysing competitor social content and messaging to inform audience targeting.
- Created WeChat degree recommendations for prospective international students by translating copy and designing audience-appropriate layouts.
- Prepared social assets and captured event photography and video, coordinating stakeholder communications and marketing-team documentation.
- Drafted internal notices and stakeholder emails in a professional tone, tailoring information to colleagues and project needs.

Team Supervisor

Forever New, Myer Canberra | Oct 2024 - Present

- Coordinated seasonal promotional updates, visual merchandising and daily team priorities to deliver consistent campaign presentation on the shop floor.
- Kept colleagues informed of operational priorities by drafting internal notices and emails and coordinating team updates and onboarding information.
- Translated customer preferences into relevant product recommendations through attentive service and commercial awareness.

EDUCATION

Master of Marketing Management

Australian National University | Jul 2023 - Jul 2025 | GPA: 5.8 / 7

Bachelor of Arts

Dongguan University of Technology, China | Sep 2019 - Jun 2023

English Literature & Japanese