

RUNYU LI

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EDUCATION

University of Southern California May 2024
Master of Arts in Public Relations and Advertising

Trinity University, San Antonio, Texas May 2022
Bachelor of Arts in Communication
Minors: East Asian Studies, Communication Management, Human Communication

WORK EXPERIENCE

USC Keck Medicine, Los Angeles, CA, United States October 2023 - Present

Visual Media Intern

- Directed 20+ photo and video shoots, including events and headshots, with monthly video edits for social media.
- Researched and implemented media editing tools, enhancing content quality through vendor collaboration.

ViReal, Los Angeles, CA, United States September 2022 - December 2023

Marketing Team Member

- Developed PR and marketing content for web and press, enhancing company visibility.
- Produced visual content capturing company events for promotional use.
- Crafted and refined articles for WeChat, targeting the Chinese-speaking audience.

Kunming Broadcasting and Television Company, Kunming, Yunnan, China July 2023 - August 2023

Internship

- Supported TV show production through video package editing.
- Engaged in on-site interviews and crafted articles as a field reporter.

Go Kunming, Kunming, Yunnan, China

Media Intern July 2023 – August 2023

- Captured engaging photographs for over 10 projects, enhancing the promotion of local attractions.
- Produced 5 promotional videos for the Kunming Culture and Tourism Bureau, showcasing regional highlights.
- Authored over 5 bilingual articles to celebrate and share the vibrant life and culture of Kunming.

Moo Housing, Los Angeles, CA, United States October 2022 – May 2023

PR & Marketing Intern

- Orchestrated 10+ events for Moo Housing residents, enhancing community engagement.
- Led Moo Housing's social media strategy on various social media, produced 15+ episodes of a video series.
- Developed PR materials and strategic plans to elevate the company's brand presence.

Trinity University, San Antonio, TX, United States

Intern in International Student and Scholar Services August 2019 - July 2022

- Authored engaging quarterly newsletters for school organizations to inform and connect members.
- Designed and disseminated 20+ eye-catching posters across school social media channels.
- Served as International Connection Coordinator and I-Mentor Program Coordinator, fostering global ties and mentorship opportunities.

Tiger TV - Studio 21 Executive Producer May 2021 - May 2022

- Oversaw a weekly local entertainment news TV show, ensuring engaging content delivery.
- Facilitated collaboration between crew and artists for seamless live performances.
- Implemented training programs for TV studio personnel, enhancing operational efficiency and versatility in roles.

Tiger TV - Web & Graphic Manager & Field reporter of Tiger TV Product January 2019 - May 2021

- Updated the school's TV website weekly with new graphics and posters, authored news stories.
- Proficiently edited over 20 video packages using Adobe Premiere.
- Managed live show production, controlling cameras, audio, and teleprompters for seamless broadcasts.

Mellon Summer Undergraduate Research Assistant May 2021 - July 2021

- Conducted a literature review of social media and newspaper content in China, identifying key themes and trends.
- Performed detailed media content analysis using coding techniques to uncover underlying patterns.
- Utilized NVIVO and SPSS software to systematically organize and interpret coding results, enhancing research insights.

Chromosome 18 Registry & Research Society, San Antonio, TX, United States

PSA Project Intern June 2020 - July 2020

- Edited 5 promotional videos for social media and TV, enhancing company visibility.
- Advised on marketing strategies to optimize the impact of promotional content.
- Established valuable partnerships with local communities and organizations, broadening network and outreach.

WenLin Art Museum, Kunming, Yunnan, China

Internship September 2017 – July 2018

- Guided gallery visitors, providing insights on art exhibits and ensuring a welcoming experience.
- Supported the execution of over 10 exhibitions, contributing to their success.
- Managed concessions, including beverage service, and operated the cash register, enhancing visitor amenities.

VOLUNTEER EXPERIENCE

Volunteer, TUVAC (a chartered organization at Trinity University) March 2019 - May 2022

- Contributed over 60 hours to diverse volunteer initiatives, engaging with community gardens, churches, pet shelters, and equal rights organizations to learn and support their causes.

Volunteer, Chinese Rainbow Network(CRN), United States September 2019 - September 2021

- Volunteered for an LGBTQ+ supportive non-profit in the U.S., creating informative video content to raise public awareness and understanding.

LEADERSHIP

Trinity University, San Antonio, TX, United States

Japanese Culture Club (President) January 2020-May 2021

International Club (Public Relations Officer) September 2019 - May 2020

International Orientation Team Member & Leader August 2019, August 2020, August 2021

CIE DEI(Diversity, Equity, and Inclusion) Task Force Member December 2020 - September 2021

AWARDS

Trinity University Outstanding Achievement in International Education 2021

Trinity Student Leadership & Service Awards - Diversity and Inclusion 2020

Trinity University COMM Day 2021,2022 Logo Winner 2020, 2021

SKILLS

Technical: Microsoft Office Set, ChatGPT

Work Flow: Microsoft Team, Slack, Wrike

Video: Adobe (Premiere Pro, Aftereffect, Express), Canva, CapCut **Data Analysis:** SPSS, NVIVO, Mention, Orange

Graphic: Adobe (PhotoShop, Illustrator, InDesign, Express), Canva **Website:** Squarespace, Wordpress

Music: Waveform(electronic music production) **Language:** Chinese (Mandarin), English

TV Station Equipment: Teleprompter - Cue iT, Camera, Sound Control, Graphic Control - Xpression Studio, Inception, Stock music, Arc Publishing, Qualtrics, GA4