
Runyu Li

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WORK EXPERIENCE

Crazy Maple Studio

Post Producer

Culver City, CA

August 2024 – Present

- Coordinate and schedule job interviews for the hiring process
- Perform quality checks on videos, including sound, color, and subtitles
- Produce and maintain the team's schedule, arranging calls and meetings as needed

1214 Entertainment

Public Relations Manager

United States

October 2024 – Present

- Strategically coordinated interviews and served as the main liaison for artists, press, and media partners
- Built media relationships and supported all press needs on-site to ensure streamlined, professional coverage.
- Assisted in creating and implementing YAR's media strategy and providing on-site support for event communication.

New Beginnings Creator Network (Client: MOFT)

Affiliate Coordinator

Glendale, CA

May 2024 – June 2024

- Developed and executed comprehensive marketing campaigns for products.
- Coordinated collaborations with TikTok influencers to enhance brand visibility and engagement through short videos.
- Created and managed workflows for the international operations team focused on influencer marketing.

USC Keck Medicine

Visual Media Intern

Los Angeles, CA

Oct 2023 – April 2024

- 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.

Trinity University

Studio 21 Executive Producer

San Antonio, TX

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.

PROJECT EXPERIENCE

Chromosome 18 Registry & Research Society

PSA Project Intern

San Antonio, TX

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.

Trinity University

Mellon Summer Undergraduate Research Assistant

San Antonio, TX

May 2021 - July 2021

- Conducted a literature review of social media and newspaper content in China, identifying key themes and trends.
- Utilized NVIVO and SPSS software to organize and interpret coding results, enhancing research insights.

EDUCATION

University of Southern California

Annenberg School for Communication and Journalism

Los Angeles, CA

2022-2024

Master of Arts in Public Relations and Advertising; cumulative GPA: 3.9

Trinity University

Bachelor of Arts in Communication GPA: 3.6

San Antonio, TX

2018-2024

Minors: Communication Management, Human Communication, East Asian Studies

SKILLS & INTERESTS

- **Video Filming & Video Editing:** Adobe (Premiere Pro, Aftereffect, Express), Cap Cut
- **Photography & Image Editing:** Adobe (Photoshop, Illustrator, InDesign, Express), Canva
- **Language:** Fluent in Mandarin and English
- **Journalism Writing:** Press release, News Release (AP style)