

# LI JIAJIA

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## PROFILE

### Marketing & Content Creator | Fashion Media Graduate

5 years in Singapore with a strong visual sense and social media intuition. Over 1 year of practical experience in content creation and account management across the Fashion and Education sectors. Skilled at producing high-quality visuals and engaging copy that connect with audiences.

## SKILL

- Languages: Mandarin (Fluent), English (Fluent)
- Office & Digital Tools: Microsoft Office; Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Communication and problem solving skills; Coordinate and communicate effectively with students, parents and colleagues
- Highly coordination and teamwork skills, strong cross-departmental collaboration and follow-up, high resilience under pressure.

## EXPERIENCE

### Marketing Executive | Hui Gu Academy

Sep 2025 – Present

- Produced contents surpassing 5 followers in 2 weeks to enrol in the course.
- Enhanced community engagement and expanded client base, gain 300+ followers in 4 months
- Manage and execute social media marketing campaigns, with a primary focus on developing strategies, copywriting and visual content for Xiaohongshu.
- Planned and supported campaign launches for new courses and events

### Marketing Assistant | Deren Marketing

July 2024 - Sep 2024

- Produced branded social media content and visual assets for client accounts
- Supported new client development, including outreach and organisation of client materials

### Creative Intern | Hollyhoque (Singapore Fast Fashion)

May 2023 - Oct 2023

- Independently produced social media content achieving 17.3K views within one week and driving 100+ follow
- Participated in 10+ TikTok live sessions, Gained over 2,000 followers within 6 months
- Designed promotional poster, business card, event campaign, etc.

## EDUCATION

### University of the Arts Singapore (LASALLE College of the Arts)

Tuition Grant (Singapore MOE), awarded government-funded tuition grant for full-time study

### BA (Hons) Fashion Media & Industries | Aug 2024 - present

- Led and coordinate the completion of team projects, with clearly defined roles and responsibilities.
- Elective course in Management and Creative Business for one semester

### Diploma in Creative Direction For Fashion | Aug 2021- May 2024

- Achieved outstanding results and was granted direct progression to Year 2 of BA (Hons) programme
- Participated in the Raffles City Shopping Centre SS24 commercial styling event, overseeing the entire production process from concept and styling to garment hire, model coordination and post-production