

# Kaylie Meiqi Li

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Self discovering innovative student & aspiring sustainable entrepreneur at the University of Southern California ready to get hands-on experience in solving global and social issues using arts, technology, and business.

## EDUCATION



**University of Southern California - Jimmy Iovine and Andre Young Academy**

**Los Angeles, CA**

*Bachelor of Science in Art, Technology and Business of Innovation*

Graduation: May 2026

- Emphases: Entrepreneurship & Creative Consulting
- Coursework: Disruptive Innovation, Product Design, Digital Toolbox, Innovators Forum

## PROFESSIONAL EXPERIENCE

**City and County of San Francisco Planning Department**

**San Francisco, CA**

*Content Strategist Intern*

*August 2021 – December 2022*

- Conducted in-depth research on target audience personas and trends to create a comprehensive social media strategy
- Proposed and executed targeted digital campaigns to significantly boost the Department's social media presence on Instagram and Facebook, grew followers by 200% through effective design and production efforts
- Managed the production process from creative direction to screenwriting for 15 current San Francisco Planning Department Instagram reels using Final Cut Pro, InShot, and Illustrator, grew viewership by 25k+
- Analyzed Instagram analytics and content algorithm to identify opportunities for maximizing engagement and optimizing future strategies

*Social Media Youth Engagement Consulting Intern*

*December 2020 – Summer 2021*

- Published a department social media strategy by gathering 100+ hours of social media screen time data using Excel and Google Sheets to effectively engage with youth and expand the overall social online presence to the general public
- Pitched San Francisco Planning Department executives on the benefits of an increased social media presence, successfully pushed forward the creation of a department Instagram account
- Created detailed recommendations supported by raw data on how to maintain and regulate social media, curated sample content using Canva for future Instagram posts

**Student Taking On Opportunities Resources & Movements (The STORM SF.org)**

**San Francisco, CA**

*Co-Founder, Director of Communications*

*March 2020 – Present*

- Led internal and external media/communication efforts in order to grow public awareness about STORM and the organization's publically available resource database
- Independently managed the STORM email account daily by coordinating all facets of the STORM's work, including logistical management of a student writing competition, marketing, public relations events, and conference appearances
- Achieved 100% response rate to The STORM's cold emails to various resources and organizations (150+) by developing engaging email content, creating team branding, and responding in a timely and thoughtful manner
- Maintained and updated an accurate Excel database of over 120 youth-specific resources by drafting descriptions of each resource's services and collaborating with each to edit descriptions for accuracy
- Secured opportunity for the STORM to be conference youth keynote speakers at Association of Independent Maryland & DC Schools Gender & Sexual Orientation Diversity Conference 2021 (300+ participants)

**Stanford University School of Medicine Prevention Toolkit Youth Action Board**

**Palo Alto, CA**

*Board Member, Organization Identity Communications Lead*

*September 2020 – May 2021*

- Referred to board member position by the Stanford Director of Youth Development to advance tobacco and vape prevention
- Advocated to state legislators to set aside a 1.5 million budget for school-based health centers at all California high schools
- Served as guest panel speaker California School-Based Health Alliance Redondo Beach Conference 2021 Summit
- Conceptualized Stanford YAB organizational identity through developing new logo using Illustrator & Canva for Instagram profile, unified pictorials, and a new series of posts called "Trivia Thursday," increasing online presence by 400%

**Mayor's Youth Employment and Education Program Internship (MYEEP)**

**San Francisco, CA**

*Law & Policy Youth Intern*

*Summer 2020*

- Drafted a proposal reallocating \$12.5 billion among department programs after carefully analyzing existing City of San Francisco's fiscal budgets
- Presented project proposal to abolish Single-Family Zoning in San Francisco in front of 50+ employees at the San Francisco Planning Department

## SKILLS

Technical Skills: Autodesk Fusion 360, Google Suite, Adobe Photoshop, Illustrator, InDesign, Dimension, Final Cut Pro, Figma

Languages: Chinese, Cantonese (Native Proficiency); Mandarin (Working Proficiency)

Soft Skills: Project Management, Problem-Solving, Pitching, Marketing, Social Media Management