

Rae (Jiaqi) Li

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EDUCATION

University of Washington

Seattle, WA

Master of Communication in Digital Media (MCDM)

Sep. 2025 - Aug. 2026

Coursework: Communication Leadership, User Experience Design, Emergent Platforms, Law, Data, & Privacy, Inclusive Design & Product equity, Digital Media Branding and Marketing, Introduction to Information Architecture

University of Washington

Seattle, WA

Bachelor of Arts in Communication (Minor in English)

Sep. 2020 - Jun. 2024

Coursework: Cultural Impact Technology, Rhetorical Health and Medicine, Interviewing, Public Relations and Society, Intercultural Communication, Statistic For Social Science, World Englishes

PROFESSIONAL EXPERIENCE

University of Washington, Communication Leadership Program

Seattle, WA

Social Media Video Producer - CommLead Consulting Internship

Oct. 2025 - Jan. 2026

- Independently produced a 7-minute promotional video for SOLA featuring 2025 award recipient Cynthia Toops, managing end-to-end production from concept to final delivery.
- Directed 3 days of filming, conducting interviews and capturing extensive B-roll with a Canon EOS C100 Mark II; edited in Final Cut Pro.
- Managed dozens of revision rounds independently, incorporating stakeholder feedback to refine storytelling, pacing, and visual quality.

Duke Kunshan University

Jiangsu, China

Digital Marketing & Communication Intern

Mar. 2025 – Jun. 2025

- Created social media posts, graphics, and short-form videos generating 50,000+ views and contributing to 10% growth in engagement and followers.
- Supported digital campaigns across content creation, performance monitoring, and community management.
- Optimized content and messaging to strengthen audience engagement and institutional communications.

Suzhou MDHC Precision Components Co., Ltd

Jiangsu, China

Social Media & Content Intern

Oct. 2024 – Feb. 2025

- Managed content across 2 international social platforms, producing 10+ posts and 10+ graphic assets for U.S. and European audiences.
- Created and localized 30+ English content pieces across 5 product categories for international markets.
- Supported promotional materials, international communications, and cross-border trade initiatives.

BTW Media Department, Larus Limited

Zhejiang, China

Official Reporter

Jun. 2024 – Sep. 2024

- Produced and contributed to 300+ AI-focused content pieces covering emerging technologies, industry trends, and social issues.
- Developed AI-focused editorial content reaching 5,000+ views, translating complex topics into accessible narratives.
- Covered 2024 AIGC Shanghai, interviewing 2 AI startup and industry professionals for original editorial content.

LEADERSHIP EXPERIENCE

Chinese Students and Scholars Association (CSSA), University of Washington

Seattle, WA

Public Relations Team Lead

May. 2021 - Jun. 2024

- Led the Public Relations team and managed the organization's WeChat account, producing 10+ articles, 20+ posts, and 20+ performance reports, generating 20,000+ reads and 1,000+ new followers.
- Analyzed engagement metrics to optimize content strategy, contributing to 10,000+ exposures and 5,000+ follower growth across promotional initiatives.
- Led promotional strategy and copywriting for the "Campus Voice" event, coordinating with event teams to attract 600+ attendees and 80 contestants.

SKILLS AND INTERESTS

- Technical Skills: Final Cut Pro, CapCut (Jianying), Adobe Lightroom, Figma, WordPress, Canva, Microsoft Office, Google Workspace
- Languages: Mandarin (Native), English
- Interests: Dance (Jazz, Hip-Hop, Heels), Fashion & Beauty, Photography, Guzheng (Chinese Zither, Grade 10), Travel