



Shiheng Li Diego

Major: Integrated Marketing

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Education

2018.09 — 2022.12

University of Nebraska-Lincoln

- **Major:** Advertising & Public Relations
- **Minor:** Entrepreneurship

2024.09 -2026.05

New York University

- **Major:** Integrated Marketing

Skills

- Skilled in academic translation, professional business communication in English, and content creation, including research papers, press releases, strategic plans, speeches, and brand content (English writing portfolio available on personal website).
- Proficient in Photoshop and Premiere Pro, capable of independently editing and producing videos, as well as designing and processing images.
- Experienced in Excel, PowerPoint, and Word, with strong skills in creating professional reports, data analysis, and project presentations.
- Skilled in content formatting and publishing across platforms such as WeChat Official Accounts and TikTok (China), with experience in website and presentation design (portfolio available on personal website).
- Familiar with brand partnerships, MCN agencies, and outsourcing processes.
- Knowledgeable about content publishing workflows and best practices on platforms like Weibo and RedNote
- Experienced in product and brand internationalization, with a solid understanding of global expansion processes and overseas markets.

Internship

2023.06 — 2023.11

Edelman (Shenzhen)

PR Intern

During my internship at Edelman Shenzhen (Global Expansion Team), I contributed to Tencent Photon Studio's global gaming expansion, CATL's overseas project pitch, and smart home product expansion, handling press releases, media selection, industry research, and public opinion monitoring. I also conducted global market research for Realme, focusing on India's market trends. Key achievements include independently managing public opinion reports for CATL, drafting and translating press materials for Tencent games, and developing Realme's global communication strategy analysis. Additionally, I conducted multi-industry competitor research for Aidot and CATL and coordinated 20+ international media partnerships. This experience deepened my understanding of global market expansion, PR writing, and crisis management.

Internship

2023.03 — 2023.06 RFI (Beijing) AE Intern

- Interned on Estée Lauder’s Travel Retail Campaign, managing KOL & KOC content review (Weibo & Xiaohongshu), briefing book creation, celebrity & KOL selection, competitor analysis, live stream scripting, brand proposal development, and offline event execution. Successfully created 30+ Xiaohongshu KOC briefing posts, reviewed and finalized social media content, wrote official Weibo duty-free channel copy, and produced 50+ briefing books for celebrities, KOLs, and KOCs. Additionally, developed 5+ event flow plans, 4+ live stream scripts, and conducted independent competitor activity research. Assisted in live stream setup, celebrity & KOL coordination, and on-site execution. This experience provided a comprehensive understanding of campaign operations, deepened my knowledge of brand-vendor coordination, event planning, execution, and real-time crisis management, and strengthened my ability to adapt to high-pressure situations.

2022.05 — 2022.07 Tik Tok Influencer Project Manager

- Interned in collaboration with Tik Tok content creators, assisting in the planning and execution of international student and women's esports events, as well as video editing and publishing on Douyin. Achieved 100K+ views, 22K+ likes, 4,500+ new followers, a 46% completion rate, and 6,000+ shares on a single video as of May 2023. Gained hands-on experience in esports project planning, coordination, and operations, strengthened team collaboration skills, and developed a deep understanding of Douyin platform analytics and data-driven content strategy.

2020.12 — 2021.12 RedNote Influencer PR Manager

- Interned in collaboration with a RedNote Influencer, managing brand partnerships in finance and FMCG sectors, coordinating schedules, and producing sponsored content (copywriting & video creation). Successfully facilitated 42 branded posts, generating RMB 90K+ in revenue for the influencer. This experience provided a clear understanding of commercial PR operations, enhanced cross-team collaboration skills, and strengthened my expertise in social media content creation and formatting.

Project

2022.09 — 2022.12 EVP Project Strategist

- Interned with the City of Lincoln, Nebraska, on a 4-month project to reshape public perception of refugees. Secured \$2,000 in government funding, grew Instagram followers to 700+ with 8,000+ views, and attracted 12,000+ website visits. Organized two community forums with 200+ attendees and helped recruit 20+ volunteers for local refugee organizations. Gained experience in political PR operations, audience targeting, website management, and English content creation.

Honor

2022.12 2023.02 Hornor Society (UNL) Dean List(CoJMC)

- Selected for the Dean’s List of the School of Journalism, awarded to students with a GPA of 3.7+.