

TIMOTHY LI

8 Emmeline Crescent, Toronto, ON, M1S 1L2

H: (416) 299-6621

M: (416) 550-8225

timothy.pf.li@gmail.com

EDUCATION

Advertising Management, Postgraduate Certificate

Sept 2010 – Current

Sheridan College, Oakville, ON

- Expected Date of Completion: April 2011

Honours Bachelor of Commerce

Sept 2005 – Apr 2010

DeGroote School of Business, McMaster University, Hamilton, ON

- Area of Focus: Marketing, Minor in Psychology
- Completed Academic Exchange at Euromed Management in Marseille, France (Jan to May 2008)

WORK EXPERIENCE

Marketing/PR Intern

Sept 2010 – Jan 2011

TalentEgg, Inc., Toronto, ON

- Written and delivered pitch letters to various university publications for proposing content ideas, communicating the value of a potential partnerships
- Researched Gen-Y's relationship with social media and advertising, providing supporting information for future presentations and projects

Accessories Marketing Specialist

Sept 2008 – Aug 2009

General Motors Canada Ltd., Oshawa, ON

- Organized the growth of a new product assortment worth \$12 million CAD in revenue through sales reporting and forecasting activities, providing suggestions for improvement and ensuring performance objectives were met
- Created product newsletters and presentations communicating the benefit of accessories accompanying new vehicle sales

CAREER SKILLS

- Proficient with SEO/Google Analytics, Nielsen Share-of-Voice, and Print Measurement Bureau
- Languages: English, French (basic conversational), Cantonese (fluent), and Mandarin (fluent)
- Expert level proficiency with Microsoft Office (Word, Excel, Powerpoint, Outlook)
- Graphic/web design using Adobe Creative Suite/HTML/CSS (viewable on www.timinyli.com)

VOLUNTEER EXPERIENCE

Creative Development Manager

Sept 2009 – Apr 2010

Canada's Next Top Ad Executive (www.topadexec.com), McMaster University, Hamilton, ON

- Collaborated with MacLaren McCann and General Motors Canada in developing creative spec material for a university advertising contest
- Promoted the contest via in-class presentations, social media, and print advertisements country-wide

INTERESTS AND ACTIVITIES

- Recipient of Volunteer Recognition Award from McMaster Students Union for 2009/2010 year
- Photography, golf, skiing
- Avid piano and violin player