

LynnLi.

Mid-weight Creative



Email

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Website

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Experience



Mid-Weight Creative

Influence Digital, London

Award winning social and digital marketing agency

Industries: Music, education, charity, tech, entertainment and tourism

June 2021 – present

- ◆ Headed up a 360 marketing campaign for London's renowned Science Museum, ahead of the launch of their latest immersive space exhibition, 'Voyage to the edge of imagination'. My responsibilities encompassed creative ideation and art direction, which also included the development of a promotional video, digital and OOH assets which were distributed across key London spots. The success of the campaign resulted in 1.6M online engagements, 100k clicks at a low CPC of £0.23. [Click here](#) to see the campaign in action.
- ◆ Played a pivotal role in spearheading the annual Cambridge Club Festival's brand awareness campaign. My responsibilities included shaping the festival's visual identity and overall conception, which involved the development of branding assets, creating bespoke illustrations, managing graphic design elements, and crafting a compelling promotional video. Additionally, I was responsible for curating social assets that resonated with the festival's essence, ensuring a cohesive and impactful presence across various promotional channels. [Click here](#) to see festival assets.
- ◆ Day-to-day role: I conceive and execute creative ideas, including design content creation spanning art direction, branding, graphic design, motion graphics, storyboarding, video editing, website design for advertising campaigns and client facing. I also take on a supervisory role, mentoring junior members of the creative team to foster their skill development.



Creative - Freelance

Falmouth University

August 2022 – present

- ◆ Collaborate closely with Falmouth University to enhance awareness in the Chinese market creating localised campaigns for cultural nuance across platforms such as the website, Weibo, WeChat, and Red. [link here](#)
- ◆ I specialise in creating marketing videos, copywriting, graphic design, and in language blogs, while also developing assets for digital campaigns.

Education

BA Creative Advertising,

First class honours

Falmouth University, UK

Diploma in Advertising

Nanyang Academy of Fine Arts,

Singapore

Design software

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Premiere

Adobe InDesign

Adobe Encoder

Cinema 4D

Keynote

PowerPoint

Awards

2021

2x Shortlisted,

Creative Conscience Award.

Graphite pencil,

D&AD New Blood Award.

Ones to watch,

D&AD New Blood Award.

2020

Gold, Young Glory Award, Finalist,

Young Glory Award.

2019

Bronze, Young Glory Award

Finalist, Young Glory Award

2018

2nd runner up -

48 Hours Challenge,

Crowbar Award.



Junior Creative (3-month contract)

Saatchi & Saatchi, China

Multinational communications and advertising agency

Industries: Electrical appliances, tourism, food and shopping centres

May 2019- August 2019

- ◆ Supported the new product launch for Libai laundry, where I co-developed the campaign ideation, social media assets, OOH banners, brand book, brochures, and landing page design. Additionally, produced storyboards and video mock-ups for TV commercial briefs.



Grad Show Director

Nanyang Academy of Fine Arts, Singapore

Multinational communications and advertising agency

February 2019- April 2019

- ◆ I directed and developed the visual identity for Singapore's oldest leading arts university for their annual NAFA Grad Show 2019. [\[Link here\]](#)
- ◆ The grad show campaign includes the development of the design and illustration of a promotional asset which was used across 2019 grad book cover, outdoor banners, stage backdrops, brochures, emails and social media content.



Creative Intern

3-Sixty Brand Communications, Singapore

Media and communication advertising agency

Industries: Education, charity, environment and automotive

May 2018- Aug 2018

- ◆ Supported senior team members on large pitches for leading Universities and additionally created graphic designs for social media posts, OOH banners, brochures and product packaging design for retainer clients.

Hard Skills

Creative idea
Art Direction
Branding
Storyboard
Motion Graphic
Graphic Design
Video Editing
Illustration
Storyboard
Copywriting

Soft Skills

Creativity
Adaptability
Cultural competence
Youth culture
Attention to detail
Flexibility
Forward thinking
Team management
Teamwork
Communication
Time management

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