

Zijun Li

CREATIVE STRATEGY | ECOMMERCE | PERFORMANCE CONTENT

Melbourne, VIC | +61 481 436 633 | zijunli060@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFILE

Creative strategist and hands on marketer with 5 years of combined experience across ecommerce, agency, brand, digital content and entertainment. Connects customer insight, brand narrative and performance data to develop campaign messaging, creative briefs, content angles and testing ideas. Brings client facing coordination across diverse brands, strong production instincts and growing commercial fluency supported by an Economics minor. Bilingual in English and Mandarin, based in Melbourne and ready for global remote work.

CREATIVE AND PERFORMANCE EVIDENCE

Portfolio scope: 8 agency accounts | 5 plus brand accounts | 2 ecommerce enabled venues | 7 integrated campaigns | 26 performance reports | 11,000 plus social audience | approximately 4,900 email subscribers.

Measured outcomes: 25 percent engagement growth | followers from 12,000 to 18,000 in 5 months | 15 percent higher email open rates | 18 percent greater social reach | website visits increased by 40 percent.

Paid creative tests: 24,000 Rednote views from 50 dollars | 3,400 Instagram impressions and 22 percent follower conversion from a 150 dollar Reel campaign | UTM tracking used to connect creative with web traffic.

RELEVANT EXPERIENCE

Marketing Executive | Allegria Pasta

Oct 2025 to Jul 2026

- Owned brand and ecommerce marketing across 2 Melbourne venues, shaping content angles, hooks, offers and customer journeys across Shopify, Klaviyo, Meta, social video, website content, print and onsite touchpoints.
- Led creative coordination for the Malvern Central launch, translating commercial priorities into briefs, campaign messaging and asset requirements across centre marketing, operations, chefs, photographers, influencers and suppliers.
- Reviewed weekly Meta, Shopify, audience and customer response data to identify content opportunities, maintain product and offer accuracy and improve the next cycle of creative execution.

Junior Brand Support | Coates Corp

Nov 2025 to Apr 2026

- Supported creative and brand strategy across 5 plus accounts in automotive, hospitality, tourism and skincare, conducting customer, competitor and category research to shape positioning and campaign opportunities.
- Developed messaging, creative briefs, campaign concepts, presentations and proposals while coordinating feedback and priorities across clients, account leads and creative teams.
- Applied quality assurance across copy, visual consistency, versions and approvals while managing concurrent projects and changing deadlines.

Account Manager Assistant, Events and Digital | Polaris Media

Jan 2025 to Jun 2025

- Translated customer and cultural insights into content plans, messaging and creative direction for 8 bilingual accounts across Instagram, Facebook, WeChat and YouTube.
- Coordinated clients, designers, videographers and event partners, turning briefs into clear assets and public campaigns for organisations including the Australian Museum and Paspaley.
- Produced 26 written performance and post event reports, contributing to 25 percent engagement growth and follower growth from 12,000 to 18,000 in 5 months.

Marketing and Communications Intern | The MacKillop Institute

Feb 2025 to Jun 2025

- Delivered 7 campaigns across website, Mailchimp, social and print with 5 internal teams and 2 external partners, introducing a 6 month calendar and clearer creative approval workflow.
- Used audience response and channel data to refine content, contributing to 15 percent higher email open rates and 18 percent greater social reach.

STRATEGY AND PRODUCTION FOUNDATION

Content Producer | StoryBites | Oct 2024 to Present: Turns interviews and customer insight into scripts, hooks and visual stories. 5 pieces generate 10,000 plus monthly views.

Television Producer | Alibaba, Youku and Beijing Visalt | 2021 to 2022: Developed audience led entertainment concepts and coordinated contributors, talent and production teams across 7 programs; teasers averaged more than 10 million views.

EDUCATION AND CAPABILITIES

Education: Master of Global Media Communication, The University of Melbourne, 2025 | Bachelor of Arts in Communication, Minor in Economics, University of Colorado Denver, GPA 3.85 out of 4.00.

Creative strategy: Customer and competitor research, positioning, messaging frameworks, hooks, offer communication, campaign narratives, creative briefs, testing hypotheses, asset planning, copywriting and client presentations.

Performance and ecommerce: Shopify, Klaviyo, Mailchimp, Meta Business Suite, Google Analytics, UTM tracking, paid social tests, customer journey analysis, CRO fundamentals, reporting and creative performance interpretation.

Commercial and collaboration: Economics foundation with developing knowledge of LTV to CAC, contribution margin and acquisition efficiency; cross functional delivery with clients, strategists, designers, marketers, operators and suppliers.

Creative tools and eligibility: Canva, Adobe Creative Suite, DaVinci Resolve, Premiere Pro, CapCut, Notion and Microsoft Office | English and Mandarin | Unrestricted Australian working rights | Available immediately for global remote work and APAC hours.