



Kristina Li

Marketing & Business Management Graduate

London, UK

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Languages

English

Russian

About

Hi! I'm Kristina Li, a recent University of Exeter grad with a BSc in Marketing and Business Management, plus some real-world marketing experience.

I'm on the lookout for exciting roles in marketing, PR, sales, and business development. With a strong mix of education and hands-on experience, I'm confident in my skills as a communicator, problem-solver, and team player.

I'm passionate about adding value to brands and have a particular love for creative roles in fashion and luxury. To me, fashion is all about self-expression and bringing people together.

Let's connect and see how we can create something amazing together!

BRANDS WORKED WITH

University of Exeter

Johnson & Johnson

Ice Crystal Almaty

Experience



WIE Peer Mentor

University of Exeter | Oct 2023 - May 2024



Marketing Placement Student at DePuy Synthes CMW

Johnson & Johnson | Jun 2022 - Jul 2023

Worked within the NPD and Marketing Team to provide logistical and administrative support to marketing projects.

- Maintained and worked on 20+ promotional materials for customer distribution. Worked with the design agencies to prepare the documents for the copy approval process for EMEA, United States and the UK
- Supported the Marketing team with 10 customer training workshops during 12 months internship
- Organised and led 3 internal product demonstrations
- Supported the team with designing IFU labels and collecting qualitative data via customer focus groups for a new product
- Organised and managed marketing team inventory
- Volunteered for CSR team and provided support with communications for fund raising activities for local charities using internal newsletter and Yammer



Peer Mentor

University of Exeter | Sep 2021 - Jan 2022

- Voluntarily assisted new students with academic work, social activities and settling in the university
- Developed leadership and communication skills with weekly meetings and presentations
- As a result of 3 months assistance, mentee secured the Marketing Pathway Program in University of Exeter



International Student Ambassador

University of Exeter | Sep 2020 - Jun 2022

As International Student Ambassador my role is to assist new students with university life. Delivering presentations and hosting virtual sessions to provide best advice to fellow students in University of Exeter

Education & Training

2020 - 2024 ● **University of Exeter**

Undergraduate,

2019 - 2020 ● **INTO University of Exeter**

Foundation degree,