

MARKETING PROFESSIONAL

**EMMA
LI**



WHAT I DO & SKILLS



Budgeting + Reporting



Branding &
Marketing Strategies



Project
Management



Digital Marketing
Strategies



Website
Development



Offline event&
Product launching



Public
Relationship



E-commerce &
Membership program



Paid Ads
& Analytics



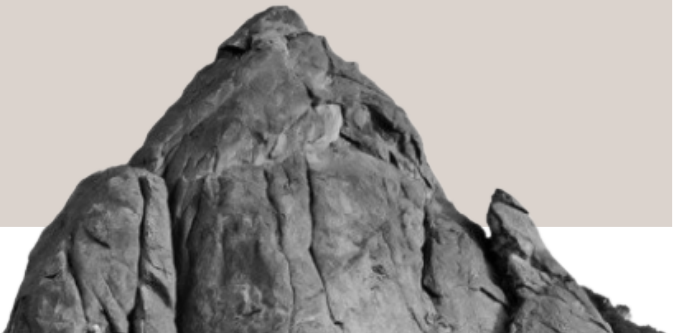
Office & Adobe suit
(Photoshop)



Email Marketing



Social media analytics
& Google SEO



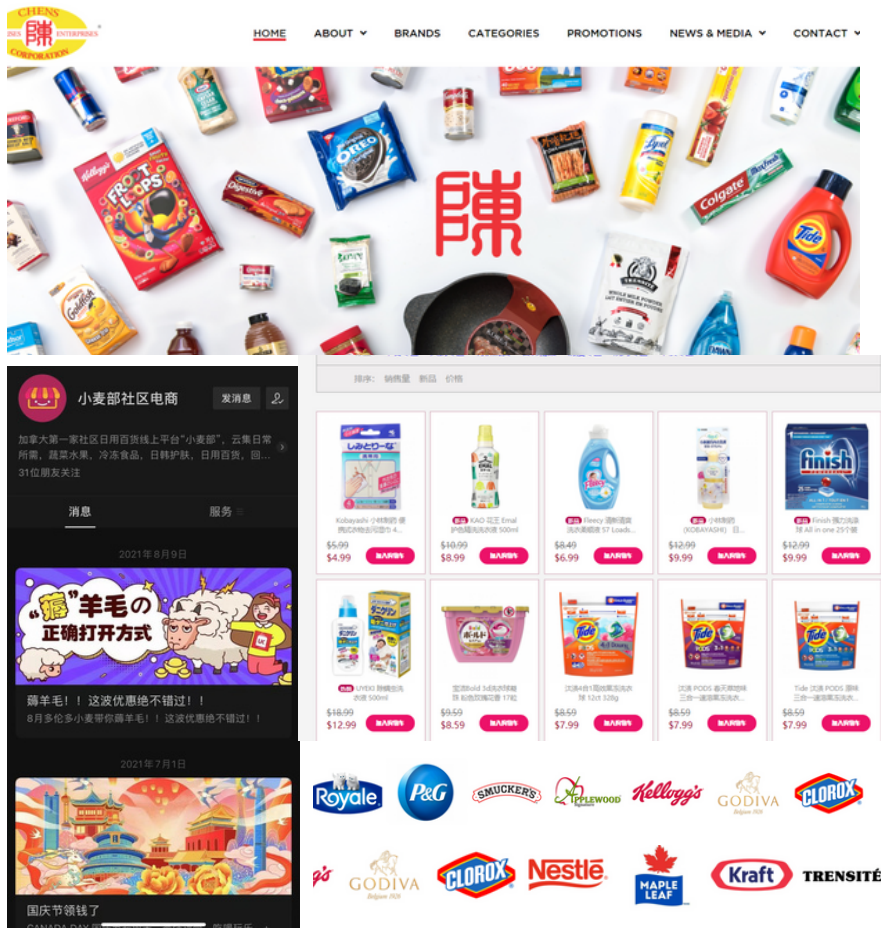
PROJECT CASE #1



PROJECT MANAGEMENT

Project Name : Chens & Brandco Direct E-commerce development

- Built and Launched in 3 month , and developed official website & Ecommerce system .
- Optimized marketplace listings, visual assets, keywords, titles, categories and descriptions, implement changes and updates to product descriptions for our top performing products.
- Assisted to build strategies and improved sales including content layout across all channels.
- Provided seasonal promotion plan , created and managed over 2500 customer on wechat group .



PROJECT CASE #2



Project Management

Time : March, 2019 - 3 Months project

Project Name : 50% "Mini zone" (Clearance)

- **Worked with regional operation team as a marketing Team Lead .**
- **Designed the Posters & prepared in-store marketing material installation SOP and instore communication book.**
- **Scheduled social media calendar and wrote daily content Photography (photoshop) .**
- **Launched social media pay ads.**
- **Designed the instore posters and marketing material for 53 stores across Canada .**



Project Management

Timeline : May, 2019 - March, 2020

Project Name : Walmart X Miniso

- **Created project management plan to achieving the project scope and to drive the project through it's life cycle to closure.**
- **Fully responsible for project proposal, marketing plan instore Decoration, press release and Grand Opening Event.**



FOR IMMEDIATE RELEASE - MAY 23, 2019

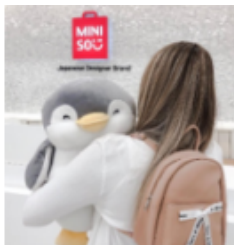
MINISO ANNOUNCES PARTNERSHIP WITH WALMART CANADA

MINISO x Walmart Canada debuts their first of many joint-retail ventures with a grand opening on May 23 at Toronto-Stockyards Walmart Supercentre

A weekend of family-friendly events, product giveaways and contests planned

TORONTO, ON - MINISO, a globally recognized designer lifestyle brand and leader in low cost, high quality retail, announced today a partnership with Walmart Canada that will bring the renowned Asian brand inside the retailer through a permanent, elevated concept store at the Toronto-Stockyards Walmart Supercentre with roll-out plans for more collaborative locations across Walmart stores in Ontario and British Columbia before the end of the year.

"We're really looking forward to the launch of our first ever MINISO X Walmart Canada store and the beginnings of an incredible partnership," says the MINISO Canada Team. "Walmart has created an elevated store concept geared towards an efficient, convenient and connected shopping experience that blends perfectly with our shared core values of community, affordability and quality."



Established in 2013 in Tokyo, MINISO is known for their Millennial appeal - delivering stylish, high quality lifestyle products including cosmetics, home furnishings, kitchenware and electronic accessories at an affordable price point.

In celebration of the MINISO x Walmart Canada - Toronto-Stockyards location launch, a bevy of exciting offerings for both the price-conscious and sophisticated shopper can be expected. From an official ribbon cutting to kick things off, to Instagrammable activations, giveaways, contests and a ceremonial drum performance - there is fun to be had daily from Thursday, May 23 to Sunday, May 26.

Project Management

TimeLine : May, 2019 - March, 2020

Project Name: Walmart X Miniso (3 concept stores)

- **Created project management plan to achieving the project scope and to drive the project through it's life cycle to closure.**
- **Fully responsible for project proposal, marketing plan instore Decoration, press release and Grand Opening Event.**

GRAND OPENING WEEKEND ACTIVITY AT TORONTO-STOCKYARDS WALMART SUPERCENTRE

Thursday, May 23 (10AM-3PM)

- 10am: Ribbon cutting in front of the MINISO x Walmart Store
- Photo opp activation
- Social media contest

Friday, May 24 (2PM-5PM)

- Photo opp activation
- Social media contest

Saturday, May 25 (10AM – 3PM)

- 11am: Ceremonial drum performance
- School bus photobooth
- Hashtag/Photo printing station – use the hashtag #MINISOStockyards on social media and receive a printed photo of your experience
- Giveaway & prize wheel activation
- Photo opp activation
- Social media contest

Sunday, May 26 (10AM – 1PM)

- Photo opp activation
- Social media contest

The synergistic partnership between MINISO and Walmart Canada combine convenience, community and exciting new, trend-forward offerings to Canadian consumers. As one of the world's fastest growing global retailers, MINISO's ambitious approach to expansion includes 50 stores in Canada and continues with a goal of opening 6,000 new stores globally by 2020 including a focus on Toronto, Vancouver and Montreal in Canada.

[Canada](#) [Ontario](#) [Toronto](#)

Walmart Canada Just Launched A New Store In Toronto Where Customers Scan Items And Pay All Through Their Phone

Walmart's new Urban Supercentre Concept store will feature a variety of new changes.

Alysha Thomas • 4 months ago • Updated on May 22 @ 12:00 PM • 5.1K



Walmart Canada • walmart.ca/atlanta

FASHION
NETWORK

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Miniso launches concept stores inside Walmart Canada

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MINISO continues to open partnership store inside Walmart Supercentre in Victoria

Fransois

Project Management

TimeLine : May, 2019 - March, 2020

Project Name: Walmart X Miniso (3 concept stores)

- Created project management plan to achieving the project scope and to drive the project through it's life cycle to closure.
- Fully responsible for project proposal, marketing plan instore Decoration, press release and Grand Opening Event.



Project Management



TimeLine: October - December, 2019

Project Name: Marvel x Miniso

- Created Marketing strategies of Golden tickets for PR/Media Relations.
- Planed and Controlled project budget.
- Worked with online & offline vendors and regional operation managers ; created instore guideline & event rundown.



**16 STORES
GRAND
OPENING
EVENT IN
3-MONTH
PERIOD**

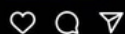
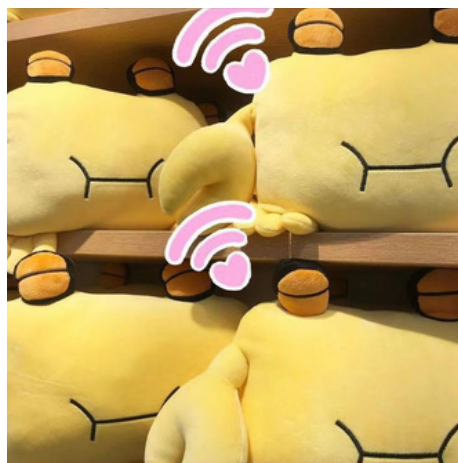


SOCIAL MEDIA POSTING

Time : 2018 - 2019

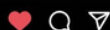
platform : Instagram and Facebook

what i did : photography & designed post images, created and wrote daily contents and online customer engagement.



Liked by jesspecora and 296 others

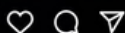
miniso.canada #TGIF All this rain ☁️ has us feeling crabby how's the weather in your city?
#minisocanada#minisoflife#minisoontario



Liked by emma_limiemie and 226 others

miniso.canada [📷] #HASHTAG US TO WIN gift box! visit our first Miniso Walmart store at #Minisostockyards & follow the below FOR A CHANCE TO WIN!

1. Visit the #MinisoCanada store at #WalmartStockyards from May 11 - May 23
 2. Post any photo taken at the MINISO store at Walmart Stockyards & use hashtag #minisostockyards !
 4. Follow & Tag @Minisocanada and @walmartstockyards
- 👉 WE'LL BE SELECTING 3 winners

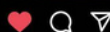


162 likes

miniso.canada How To Save Your Skin On Long Flights
✈️ MINISO Hydrating Facial Cleanser (Lift away oil, dirt and impurities from skin.)

💧 MINISO Skin Balance Toner (Deeply moisturize skin & Intensive hydration.)

🌿 MINISO Soothing Moisturizing Lotion (Improve skin



Liked by hu.cares_ and 334 others

miniso.canada I LOVE IT! 50% OFF car air freshener! 🍋 lemon 🍷 Rose 🌹 New car freshener
Be sure to stop by to check out our anniversary promotion! Go Check what you need and it's ON SALE!

#minisocanada #minisoca2yearsanniversary #50%off #promotion

SOCIAL MEDIA POSTING

creative & seasonal promotion posts

256 gb
\$1729



=



\$19.99 each
x 87

MINISO 美素

Liked by hemaCanada and 357 others

miniso.canada What is an 256gb iPhone XS MAX worth at Miniso? Miniso > iPhone? Comment ❤️❤️ if you agree!! #minisocanada



Liked by leannaliang77 and 524 others

miniso.canada Are you still looking for a unique Valentine gift? come and visit us! **[SALE]**
From Now --Feb 14th, We're having a promotion 30% Off on Valentine's Item! (excluding confectionery and TY)
Buy any Qualifying Valentine Day item and get a Pink Panther Plush Toy for \$6!
#vancouverstore #minisocanada #minisovalentines #sale



Father's Day SALE

*selected items
NOW - June 16th

Miniso Canada
June 10, 2019

[PROMO ALERT] 🍷celebrate Father's day with #minisocanada 🍷

Check out Miniso Father's Day sale! Get something special for his special day ❤️

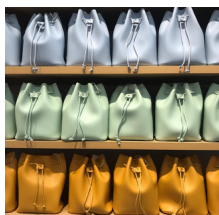
#minisocanada #fathersday2019 #minsopromo



Liked by emma_limiemie and 205 others

miniso.canada Create the perfect Valentine's day Look with Miniso make up. 🍷 Miniso Sweet KISS Lipstick #minisokisslovelipstick 🍷 #minisocanada

October 2018 - April 2019 , in charge of social media Photography & Posters.



Project Management

Time: 3 Months project

Project Name: "MINI PRICE "concept stores

Action: Fully responsible for artwork , instore material and material guide book.

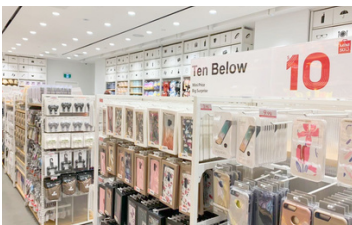


Canada

You Can Get Unique Gifts For Less Than \$3 At Miniso Canada

Treat yourself, treat your friends, treat your family, treat everyone.

Michael Martin · a few moments ago · Updated on December 20 @ 01:32 PM



PROJECT CASE#2



Leader Circle organization dedicates to empower professionals in career development and gives back to community.

Cooperated with Non- profit organization Leader Circle in 2020 :

- Rebranded "Leader Circle " .
- Redesigned official websites & LinkedIn portfolio.
- Lead marketing team and trained new volunteers.
- Rescheduled and wrote daily Social media posts , updated email ads and event launching.
- Ready and Designed Marketing material for each online event .

Poster design

LEADER CIRCLE
SPEAKER SERIES

**RET TO
COMING AN
PIONEER**

Karl Cheong
Head of ETFs at First Trust
Portfolios Canada

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
Scan & Register Now

LEADER CIRCLE
SPEAKER SERIES

Joey Zhang
Director,
ETF Sales & Trading
BMO Capital Markets

**TCOSN ETF
CAREER IN
CAPITAL MARKETS**

SATURDAY
APRIL 17, 2021
10:00am

ONLINE WEBINAR
Scan & Register Now

LEADER CIRCLE
SPEAKER SERIES

Kevin Fong
Former Global Co-Head,
Liquid Markets Trading
BMO Capital Markets

**TCOSN ETF
CAREER IN
CAPITAL MARKETS**

SATURDAY
APRIL 17, 2021
10:00am

ONLINE WEBINAR
Scan & Register Now

LEADER CIRCLE
SPEAKER SERIES

**LINK LIKE AN
STITUTIONAL INVESTOR**

Topics

- Main business of an international asset management company
- Major impacts of China's Foreign Investment Regulation and its control
- Opportunities and challenges for investors as China further opens up its financial market
- Hong Kong as a Global Financial Center in the changing environment

Toss Lu, MBA, CFA
Head of Institutional Sales
Arribas Asset Management

TIME
PM (EDT)
JULY 2020

FORMAL
ONLINE
Webinar

LEADER CIRCLE
SPEAKER SERIES

**WE ARE
WITNESSING
HISTORY:
OIL CRISIS**

FEATURED SPEAKER
DAVID HAO
Vice President, Global Commodity Research

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
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LEADER CIRCLE
SPEAKER SERIES

**WEATHER
THE
STORM**

FEATURED SPEAKER
JASON PARKER
Chief Executive Officer
Fixed Income and Spread Product

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
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LEADER CIRCLE
SPEAKER SERIES

**Overcome COVID
How the Bank of Canada Navigate**

ANGELA WANG
CFA, FRM
Credit Risk Analyst
Bank of Canada

MENGWEN XU
CFA
PBBP, BMO Global
Asset Management

THURSDAY
APRIL 22, 2021
7:00pm

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LEADER CIRCLE
SPEAKER SERIES

**BECOMING AN
INSIDER
OF THE FRONT OFFICE**

Varinderjit (Vini) Zarda
Senior Research Associate
at Vancouver Equity
Global Capital Markets

THURSDAY
APRIL 22, 2021
7:00pm

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LEADER CIRCLE
SPEAKER SERIES

Armando Beni

Benito is the Head of Quantitative Engineering (QE) and AI (QCT) at BMO Capital Markets. QE & QCT is a group of Engineers and AI Experts that delivers at scale with a focus on revenue generation.

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LEADER CIRCLE
SPEAKER SERIES

Jun Yuan

Yuan is Managing Director and Head of CCRAR Methodology at Royal Bank of Canada's largest bank. He is currently also Adjunct Professor and Executive at the Rotman School of Management, University of Toronto. Jun holds a Ph.D. in Engineering from University of Toronto.

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APRIL 22, 2021
7:00pm

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**BECOMING AN
INSIDER**

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
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Ava Song
Director,
BNP Paribas

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
Scan & Register Now

Racheal Watson

**Breaking
Barriers in
Capital Markets**

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
Scan & Register Now

James Shen

James Shen is the founder and president of Consulting Inc., a global PwC former staff member. He has extensive experience in business development, strategy, and consulting. He is currently a Senior Advisor at PwC Canada, where he leads the PwC Canada's business development and consulting practice. He is also a frequent speaker at various industry events and conferences.

THURSDAY
APRIL 22, 2021
7:00pm

ONLINE WEBINAR
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Project Management

TimeLine : October, 2020 - 2021

Project Name : Leader Circle

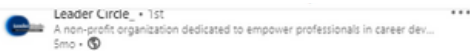
- Marketing Team Lead
- LinkedIn regular event post
- Created event page
- Sent email ads



Curious to know what it's like working on Wall Street as a veteran trader?
1 day left to reserve your spot and join the chat with Leader Circle and [Ava Song](#), Director at BNP Paribas. Ava is a mortgage-bond trader at BNP Paribas and the director in charge of the US mortgage bond trading for the Asia region in Hong Kong.

Event: Women on Trading Floor: 10+ Yrs Working on Wall St.
Date: May 21, Friday at 9 PM (EDT)
Event Moderator: [Sophie\(Yafei\) Shao](#), Senior Risk Analyst, TD
Register: https://lnkd.in/g_wyIH

#tradingfloor #wallst #careerprogress #careerstory



Hi All! Only one day left to sign up for tomorrow's event if you haven't done so! We'll be hosting Karl Cheong, Head of ETFs at First Trust Portfolio Canada.

Don't miss out on this amazing opportunity and sign up here!
<https://lnkd.in/dMzaWC3>

#event #opportunity #conference



Are you interested in learning more about the [Bitcoin](#) ETF, how to conquer challenges and capture opportunities to advance in a career in Capital Markets?

Join [Leader Circle](#) on April 17, 10-11:30 AM (EDT) to learn more about Bitcoin ETF and Career in Capital Markets!

Organizer and Moderator:
[Sophie\(Yafei\) Shao](#), Senior Risk Analyst, TD

Featuring Speakers:
[Kevin Fong](#), Former Global Co-Head, Liquid Markets Trading, BMO Capital Markets
[Joey \(Liang\) Zhang](#), Director, ETF Sales & Trading, BMO Capital Markets

To join the membership and get an exclusive 50% off discount, please like this post and comment your email below!

Register today!
<https://lnkd.in/gQXmGbl>

You will learn:

- How are bitcoin and digital currency challenging the traditional banking industry?
- What is special about the Canadian financial industry vs. the rest of the world - and more...

#capitalmarkets #ETF #BitcoinETF #investment #finance
#professionaldevelopment #speakerseries #leadercircle



Project Management

Time Line : April 20, 2021

Project Name : #Stop Asian hate in the work place

- Planned and organized online event; and invited guest speakers
- Created LinkedIn and Email ads.
- Provided event reviews
- Over 100 audients joined on the zoom meeting

Leader Circle.

STOP ASIAN HATE IN THE WORKPLACE

TUESDAY
APRIL 20, 2021
7:00PM

GUEST SPEAKERS

Cynthia Lai
Toronto
City Councillor

Hai Ning Zhou
York Region
Police Officer

Vivian Li
Senior HR manager
from RBC

Sue Matthias
Branch Manager
from BMO

ZOOM : 834 6932 2043
P/W : 851872

ONLINE WEBINAR

Have you ever faced anti-Asian discrimination or violence in your professional life? Were you scared? Did you choose to stay quiet?

scan & Donate
As part of the Asian community, Your donation will 100% donate to #healthnothate organization.

STOP ASIAN HATE IN THE WORKPLACE

On Tuesday, April 20th, 2021, Leader Circle hosted a webinar targeting stop Asian Hate in the workplace. We are honoured to have Cynthia Lai, Toronto City Councillor; Hai Ning Zhou, York Region Police Officer; Vivian Li, Senior HR manager from RBC and Sue Matthias, Branch manager from BMO, to discuss the history and presence of anti-Asian hate incidents as well as the suggestion on how to respond against the anti-Asian Hate.

At the kicking-off, our host, Donson sharing the facts that Asian communities are suffering from surging anti-Asian, racist incidents. Also, he pointed out racism against Asians has lasted for centuries, such as Head Tax in 1885, the Chinese Exclusion Act in 1923, Executive Order 9066 in 1942.

In the following panel discussion, Sue shared her experience on Asian Hate incidents from a front-line employee's perspective. Also, she provides three tips on how to tackle the anti-Asian Hate:

The government funded report found that **1,150** Asian incidents were reported to Ontario's Human Rights Commission and a survey of 1,000 Asian Canadians found that 71% of respondents have experienced anti-Asian hate crime over 71% compared to 2015.



1. Don't directly confront those racists.
2. Keep the record and document the details of incidents.
3. Report directly to manager and HR managers with detailed records.

In her conclusion, she encouraged everyone to speak up, share and report whenever they encounter any racist incidents. Our consistent effort will make a difference.

Cynthia, our second guest speaker, presented the fact that 400% increase in anti-Asian crime, according to a Toronto city survey from the police officer. To address the Asian Hate incident in the workplace, she suggested that our Asian community should respect other races; she also emphasized sharing and reporting to HR and managers. In the end, Cynthia concluded that



we build Canada together.

Diversification is the fact; inclusion is our choice.

Following Cynthia, officer Zhou mentioned the Canadian Charter of Rights and Freedoms, which protects our rights and freedoms, including freedom of expression and the right to equality. OHRC Ontario human rights commission is another



organization that protects us against racism. He also briefed on the definition of hate incidents and hate crime. Regarding suggestion, he stated that We should treat the hate incidents seriously and report to authorities with details. The police officer will find an officer to speak your language. Importantly, please call 911 when you encounter a life threat.

Our last speaker, Vivian, works in diversity and inclusion training for employees and hiring managers. She shared three points from an HR perspective:

