

Rita (Yang) Li

+1 2139513 145 | culler0711@gmail.com | Los Angeles/Shanghai

Education

University of Southern California – MSc Global Media and Communications

Aug 2025 – May 2026

London School of Economics and Political Science – MSc Global Media and Communications

Oct 2024 – Aug 2025

Wuhan University – Bachelor of Arts in Advertising

Sept 2019 – Jun 2023

Work Experience

Tencent

Shenzhen, China

Game Community Operations Intern

Jun. 2025 – Aug. 2025

- Built a creator ecosystem for Valorant Mobile across three content verticals, partnering with MCN agencies to onboard 10+ creators weekly and evaluating retention based on engagement metrics, incubating 80+ creators and generating 12M+ views.
- Briefed and reviewed content from KOLs for Valorant Mobile's monetization test and exclusive mobile skin launch, with top-performing videos reaching 200K+ likes and driving player engagement.
- Identified 1,000+ high-potential creatives by evaluating videos against priority content verticals, assessing engagement metrics, production quality, and consistency of output, improving ad conversion and player acquisition efficiency.

Bytedance

Shanghai, China

E-commerce Operation Intern

Nov. 2023 – Mar. 2024

- Analyzed pre-stream inventory trends and historical performance data to develop broadcast strategies, monitored live metrics including viewer count, watch time, and margin per item to optimize real-time traffic allocation, and conducted post-stream reviews, driving GMV (Gross Merchandise Value) to exceed the Black Friday campaign target by 39%.
- Promoted the TikTok leader product online, regularly collected bugs of the new product and upward feedback, and onboarded 100+ MCNs to the product

Riot Games

Shanghai, China

Game Publishing Intern

Apr. 2022 – Jun. 2023

- Wrote the EDG Championship Skin retrospective copy, tracing the team's journey from group stage to finals and tying the narrative to the skin's design concept
- Designed a Worlds 2022 mech-themed in-game event inspired by the tournament anthem, featuring daily missions to drive player retention and lapsed-player reactivation, a collaborative material-exchange mechanic to encourage social engagement, and milestone emote rewards tied to collective progress, generating 2M+ page views.
- Designed and executed the Wild Rift Hupo community tournament, conducting pre-event surveys to shape a dual-track format for 250+ players, managing daily match coordination and result tracking, achieving 90%+ completion rate and 76%+ player satisfaction.
- Grew the TFT Game Tournament official Weibo account follower base by 20% through meme content tied to trending topics and tournament milestones, and match prediction giveaways.
- Wrote the 2023 League of Legends Pre-Season Invitational Tournament video script by researching players' career histories and crafting narratives from their perspectives looking ahead to the new season, reaching 1.2M views on Weibo.

Kuaishou Games

Beijing, China

Game Publishing Intern

Feb. 2022 – Apr. 2022

- Partnered with development teams to translate newly released features into player-facing gameplay guides and update posts on TapTap, publishing 20+ pieces and increasing player engagement by 300% MoM.
- Planned the third public beta test of Dancing Star with 200-300 players, designing the release plan around a comparative monetization study across city tiers, with findings indicating stronger commercial engagement in lower-tier markets.

Ogilvy

Beijing, China

Account Executive Intern

Jul. 2021 – Sept. 2021

- Authored 50+ press releases for H3C (one of China's leading enterprise ICT and digital infrastructure providers), collectively achieving 100,000+ views.
- Developed the "Great Voyage" positioning concept for Vivo Sports Watch, framing its long battery life and health monitoring as a companion for life's adventures, successfully adopted by the Vivo client.

Skill

- **Tools:** Microsoft Office, SPSS, Photoshop, Premiere Pro, SQL
- **Language:** Mandarin(Native); English (Professional Working Proficiency, TOEFL 107); Korean (Conversational, TOPIK Level 4)