

# ROCHELLE LI

*I am an enthusiastic, food-loving digital storyteller seeking the opportunity to expand my creative skills and professional experience in communications and graphic design.*

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## SOCIAL MEDIA // EMAIL COMMUNICATIONS

- Promotes events, webinars and trainings via Mailchimp for John Snow, Inc.
- Designed graphics for social media posts for Boston University's online food magazine, *TasteBUDs*
- Organized events and promoted activities via email and social media relating to the Boston food scene for *TasteBUDs*
- Managed the Instagram, Facebook and Twitter accounts via Hootsuite for the Cambridge-based non-profit, CitySprouts

## VISUAL COMMUNICATIONS

- Provides portrait photo sessions and event photography services in the Greater Boston Area
- Worked on promotional photography projects with local Boston businesses including Boston Magazine, Mei Mei, Shojo, and Allandale Farm
- Photographed professional events such as the Just Food Conference (NYC), Branchfood's Hack-A-Thon, and the Groundwork Somerville Gala
- Assisted in the development and delivery of a digital storytelling and video production training webinar and workshop

## GRAPHIC DESIGN

- Designs and produces reports, presentations, and deliverables for web and print dissemination for federal and state-funded projects for John Snow, Inc.
- Designs promotional postcards and banners for John Snow, Inc.
- Is proficient in updating websites via Wordpress, Squarespace and Weebly
- Has basic familiarity with HTML and CSS
- Leads workshops on visual design basics and Adobe InDesign for Project Associates at John Snow, Inc.
- Created graphics and brochures for the international language school, Culture and Language Connections (based in Montreal, Canada)

## OTHER EXPERIENCE // MISC.

- Completed the Trustee's Master Urban Gardener Course and the Somerville Urban Agriculture Ambassador Program
- Organizes events as the FoodCorps Boston Chapter Alumni Lead
- Is an avid, curious cook (Latest project: Baking the perfect sour dough loaf)
- Preferred pronouns: she/her/hers

## EDUCATION

### Boston University

Class of 2015

B.S. in Nutritional Sciences

Concentration in Communications

Minor - Journalism

## CURRENT // PAST POSITIONS

### Project Associate // John Snow, Inc.

November 2016 - Present

### Front of House Staff // Mei Mei

May 2013 - October 2016

### Service Member // FoodCorps

August 2015 - July 2016

### Managing Editor // BU TasteBUDs

September 2011 - May 2015

### Graphic Design Intern //

### Culture and Language Connections

June 2013 - December 2013

## SKILLS

### GRAPHIC DESIGN



### WEBSITE MANAGEMENT



### SOCIAL MEDIA



### COPY-EDITING // PROOFREADING



### DIGITAL PHOTOGRAPHY



### VIDEOGRAPHY



## PROGRAMS

**Design** - InDesign, Illustrator, Photoshop

**Web** - Squarespace, WordPress, Weebly

**Social Media** - Facebook, Instagram, Twitter, Hootsuite

**Photo** - Lightroom, Photoshop

**Video** - Final Cut Pro X, iMovie, Filmora

**Other** - Mailchimp, Salesforce