

SOPHIE LI

Marketing & Operations | Music & Creative Tech | London / Oxford, UK

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BIO & CORE SKILLS

Oxford Music graduate combining marketing and operations experience with a creative and musical background. Drawing on an arts background with hands-on start-up and event experience, I have launched products from zero, grew audiences across social platforms, and ran live events and communities for 1,000+ people. Comfortable with go-to-market strategy, content and community, and the day-to-day operations that keep teams moving. Seeking opportunities in marketing, community, operations or partnerships within music, gaming, AI products, and creative tech. Eligible to work in the UK via the Graduate Route visa.

Marketing & Growth: Social media (Instagram, TikTok, WeChat, Rednote), content strategy and creation, video editing, campaign planning and execution, performance analytics, A/B testing.

Community, Operations & Events: Community building and engagement, event production & logistics, sponsorship and partnership management, budgeting, stakeholder coordination, team leadership, process improvement, user research & insights.

Creative & Technical: Music composition, performance & arrangement (voice, piano, cello, percussion), product/UX feedback, generative-AI workflows, basic front-end (JavaScript, HTML), data-informed decision-making.

Instruments: Piano (keyboard), voice, cello, percussion.

Languages: English (native), Mandarin Chinese (fluent), Cantonese Chinese (fluent).

Software: Logic Pro, Sibelius, CapCut, Canva, Figma, Microsoft Office, Lark, Notion, Discord, Generative AI tools (ChatGPT, Claude, Midjourney, Gemini), GitHub, JavaScript, R.

Interests: Live music, creator economy, AI products, community building.

EDUCATION

BA Music — University of Oxford
St Catherine's College

Oct 2023 – Jun 2026

Oxford, UK

Selected Coursework: Musical Thought & Scholarship, Composition, Free Improvisation, Music in the Community

EXPERIENCES

Operations & Marketing Intern
N7 Interactive

Jul – Sep 2025

Shanghai, China

- Led market research, competitor analysis, and user interviews for the launch of an AI fashion product, producing an opportunity map and cold-start strategy that informed positioning, onboarding, and content direction.
- Led Instagram and TikTok launch strategy through AI content production, video editing, and performance tracking.

Co-Founder & Operations Lead
TalentIs

Jun 2024 – Jun 2025

Oxford, UK

- Co-founded an AI platform helping users build personalised resumes and apply 10x faster; acquired 500+ users.
- Led marketing across social media, email, and partnerships, achieving 300% user growth.

Founder & President
OmniBand — Oxford Student Music Society

Jul 2024 – Jun 2026

Oxford, UK

- Founded and grew a 100+ member music society; organised 10+ live performances reaching 2,000+ attendees.
- Coordinated band formations, event logistics, partnerships with other societies, and financial management.
- Built audience and brand through WeChat, Instagram, and Rednote, growing to 1,000+ followers across multiple platforms.

Secretary
Oxford University Chinese Society (OUCS)

Oct 2023 – Mar 2025

Oxford, UK

- Led a 30-person team to deliver marketing, content, and campaigns across a 10,000+ follower WeChat account (100,000+ article reads) and a growing Instagram presence with 1,000+ followers.
- Produced high-profile events drawing 2K+ attendees; managed venue booking, sponsorship acquisition, and event logistics.

Summer Intern — Content Production
Guangdong Television

Jul 2023

Guangzhou, China

- Shot and edited promotional content reaching 100K+ views
- Orchestrated the “Summer Pet Carnival” event at IGC Tianhui Plaza with interactive booths and activities.

Founder
Puyee — Music Notation App

Jul 2021 – Jul 2022

Sydney, Australia

- Designed and built a music-notation translation app converting Western staff notation to Chinese numbered notation using machine-learning based object recognition.