

MORUOMI.LI.COM

CONTACT

Phone

(202) 257-3838

Email

moruomi.li@gmail.com

Website

moruomili.com

LinkedIn

linkedin.com/in/moruomi-li/



HONORS

District Cinema Student Film Festival

- Best Short Documentary 2017

One More Day With You, a 4-minute documentary about the rural life in China

Georgetown Media Fest Showcase

- Official Selection 2017

Georgetown Gelardin Showcase

- Winner of Fall 2015 & Spring 2017

20th Peking University Challenge Cup

- First Prize of Academic Competition

Peking University

- Yanhong Li Scholarship

- Dashihang Scholarship

- Kwang-hua Scholarship



SKILLS



Video Production

Pr FinalCut
DSLR Camera



Graphic Design

Ps Ai Id
Intuos Pro



UX/UI Design

HTML Sketch
JavaScript



Project Management

Excel InVision
Quickbooks



Social Media Campaign

YouTube FB
TweetDeck



Website Design

WordPress
Weebly



EXPERIENCE

2015/10 - Present

CENTER FOR NEW DESIGNS IN LEARNING AND SCHOLARSHIP

Work with IMF, World Bank and Georgetown faculties to produce online courses

Junior Videographer and Editor

Collaborate with instructional designers, online course coordinators and faculties to develop and produce GeorgetownX and Massive Open Online Courses (MOOCs)
Set up equipments, record audio, and shoot and edit videos for online courses
Develop and produce graphics and branding materials for GeorgetownX programs

2016/4 - Present

MORUOMI CREATIVE & DESIGN

Clients: Education Design Lab, Careerly, GUFF, Yixintianhe Online Financial Service

Freelance Media Producer / Graphic Designer

Produce narrative shorts, documentaries and promotion videos under tight deadlines
Provide branding and marketing support via website/UX/graphic/product design

2017/5 - 2017/11

DOUBLE EXPOSURE INVESTIGATIVE FILM FESTIVAL & SYMPOSIUM

12 panels with 78 speakers, 6 workshops, 1 legal clinic and 11 documentary screenings

Festival Manager / Graphic Designer

Assisted festival directors in managing the collaboration of 10 team members
Booked, curated, scheduled film screenings, panels and networking events
Built and re-designed festival website and a mobile app to promote festival
Created digital/printed graphics (posters, brochures, social media banners, etc.)
Promoted festival on social media channels, Eventbrite and local community lists

2017/1 - 2017/5

CHINA GLOBAL TELEVISION NETWORK (CCTV AMERICA)

American division of China's state TV broadcaster with 1.3 million followers overseas

Digital Media Intern

Produced an original story, *This is China, too*, staying TOP 3 most viewed post for 3 days
Edited 6-8 short videos and blog posts a day reaching 50k subscribers
Organized and distributed photos and news packages on AP ENPS, Kaltura and YouTube
Managed CGTN's social media channels and conducted metric-based audience analysis

2017/1 - 2017/4

GEORGETOWN UNIVERSITY FILM FESTIVAL 2017

Screened films selected by Sundance, SXSW, Cannes & paneled with Kirsten Johnson

Director of Programming / Graphic Designer

Developed a detailed project timeline and a collaborative film rating system
Led 15 programming committee members to select films from 2,100+ submissions
Designed festival posters and brochures, and directed festival with 300+ attendees

2014/9 - 2014/12

HUAYI BROTHERS MEDIA CORPORATION

China's largest private sector film conglomerate with 10 billion+ yuan box office

Production Assistant

Worked on the pre-production of award-winning films *Mr. Six* and *The Wasted Times* by collecting film scripts, artist contracts, financial statements and production schedules
Coordinated 5 film previews, press conferences and movie premieres



EDUCATION

2015/9 - 2017/5

GEORGETOWN UNIVERSITY

Master of Arts in Communication, Culture & Technology

2010/9 - 2014/7

PEKING UNIVERSITY

Bachelor of Arts in Broadcasting & Television Editing and Directing