

# WENBEI LI

## COMMUNICATION SPECIALIST

Phone Number: +86 13659701213

Personal Website: wenbeili.com

Email Address: contact@wenbeili.com

Linkedin: <http://linkedin.com/in/wenbei>



### OBJECTIVE

International communications practitioner experienced in bridging innovation ecosystems across Switzerland, China, Italy, France and Korea. I aim to contribute to an institution that connects research, startups, and global audiences by applying strategic storytelling, cultural mediation, and partnership-driven engagement.



### EDUCATION

September 2022 – June 2026, Bachelor of English Literature, Guangdong University of technology

September 2024 – June 2025, British and American Humanities, Dankook University(Korea)



### PROFESSIONAL EXPERIENCE

January 2026 – Present, International Marketing Intern, Guangzhou Anbiping Pharmaceutical Technology Co., Ltd.

1. Support global market expansion across Latin America, Europe, Africa, and East Asia, assisting sales managers throughout the full sales cycle and client communication process.
2. Coordinate cross-time-zone and cross-cultural client relationships, providing bilingual communication support between headquarters and overseas partners.

October 2025 – December 2025, Communications intern, French Consulate General in Guangzhou – Campus France

1. Independently designed communication materials (posters, videos, copywriting) tailored to WeChat, Xiaohongshu, and campus channels for the 2025 Autumn French Higher Education Fair.
2. Recruited and coordinated 10+ campus ambassadors across 45+ universities in South China, generating 400+ registrations and 200+ attendees (50% conversion rate).
3. Balanced sponsor branding requirements with institutional credibility, establishing standardized communication workflows and reusable content assets.

July 2025 – September 2025, Event Assistant, China-Italy Chamber of Commerce

1. Collected and organized industry data covering 20+ cities and 300+ Italian-invested and local member enterprises to facilitate business matchmaking.
2. Supported the preparation and on-site coordination of 5+ high-level business networking events, ensuring bilingual materials met international chamber standards.

June 2023 – December 2024, Consultant, Sensoryx (Swiss XR Company)

1. Participated in 2 international technology exhibitions in China and South Korea (including Tech G and COMEUP 2024), assisting with booth operations and B2B communication. contributed to winning a Consumer Electronics Popularity Award at TechG Shanghai.
2. Served as meeting assistant and real-time interpreter during business negotiations with companies such as ByteDance and Samsung.
3. Proposed the localized brand name “Ma Liang” (inspired by Chinese folklore), enhancing resonance with local audiences;



## LEADERSHIP & CAMPUS EXPERIENCE

### April 2025 – Present, Founder & Operations Lead, LaLangue Cross-Cultural Youth Community

1. Built a cross-cultural youth platform from 0 to 1, collaborating with team members from the UK, US, Australia, and China to enhance global competence through workshops.
2. Organized 7 online/offline workshops (200+ participants), reaching 1,600+ users across Xiaohongshu and WeChat, with 700+ active members and 90% feedback collection rate.
3. Co-hosted Sino-French intercultural workshops with the French Consulate General in Guangzhou; achieved 25% conversion rate through partnership-based engagement strategies.
4. Continuously optimized content strategy based on user feedback, translating global topics such as climate cooperation and cultural cognition into youth-accessible narratives.

### June 2025, Project Coordinator, U.S.-China Youth Climate Leadership Program (Hosted by the California-China Climate Institute, UC Berkeley)

1. Coordinated 40+ Chinese and American students, overseeing task allocation and project timelines to ensure successful delivery of sustainability initiatives.
2. Acted as a “cultural mediator” in cross-cultural communication contexts, facilitating mutual understanding of differing participation styles and trust-building approaches.
3. Managed logistics for opening and closing ceremonies, produced communication materials, and engaged with research institutions and climate experts.

### July 2025, Communications Representative, Greater Bay Area Elite University Entrepreneurship Camp

1. conducted immersive field research in Hong Kong (university entrepreneurship hubs, social enterprises, community culture); developed "Cloud Plant Pet Project" rural revitalization solution within 48 hours based on research insights.
2. selected to host Outstanding Fellows Salon, facilitating multi-dimensional reflection session.
3. Deepened understanding of Hong Kong's social enterprise ecosystem and cross-regional innovation culture.

### Jan 2024, Team Leader, GDUT International Innovation & Entrepreneurship Camp

1. Inaugural program organized by Guangdong University of Technology, bringing together 34 students from 5 countries (China, Italy, UK, Russia, South Korea) across 7 days in Guangzhou and Visited industry-leading companies including Baidu, VIPshop, GAC Aion, and Midea Group, experiencing China's frontline achievements in AI, digitalization, and intelligent manufacturing.
2. As team leader, coordinated daily activity logistics, introduced Chinese culture to international participants and facilitated cross-cultural communication.
3. Led team to complete a concept wheelchair-accessible vehicle model—a social innovation design addressing mobility challenges for people with disabilities.



## SKILLS

- Content & Media Production: Poster design, short video editing (CapCut), multi-platform content adaptation (WeChat, Xiaohongshu, campus media)
- Data & Analysis: Event data tracking, community engagement analysis, feedback-based content optimization
- Tools: WordPress, Excel, Microsoft Office Suite, Canva, CapCut, AI-assisted productivity tools
- Cross-Cultural Communication: Experience coordinating stakeholders in French, Italian, Swiss, Korean, and Chinese institutional and business environments
- Team player with a proactive approach to learning and adapting to new challenges



## LANGUAGES

- Chinese(Native)、English (Fluent)、French (B1)、Korean (A2)