

Khloe LI LI XUEYI

BRAND MARKETING | MEDIA OPERATIONS | EVENT MARKETING

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PROFILE

Project and client-experience leader with 7+ years across cultural tourism, corporate communications, brand marketing, and high-end hospitality. Skilled in turning concepts into well-run experiences through commercial planning, cross-functional coordination, client care, and measurable delivery. Fluent in Mandarin and Cantonese; professionally proficient in English.

PROFESSIONAL EXPERIENCE

2:10 Animation | Head of Brand & Campaigns | Wuhan | Oct 2021 – Jul 2025

- **Museum partnerships:** Led marketing for two cultural-tourism projects with Hubei Provincial Museum, one of China's top ten museums. Managed a five-person core team and coordinated 50+ internal and external stakeholders from positioning and ticketing strategy through launch, on-site delivery, review, and SOP development.
  - **Bronze Odyssey VR**: Sold an average of 80% of the venue's available tickets, with the exhibition operating near full capacity; generated 8.5M Douyin topic views in one month and 600K organic views across owned social channels in one week; covered by CCTV News.
  - **From Corot to Impressionism**: Generated 400K Rednote topic views and ~400 high-quality UGC posts in two weeks; became Hubei's most profitable short-term exhibition in 2025.
- **CEO brand:** Owned external media, content partnerships, and brand visits. Built the CEO's personal brand on a lean budget, helping create commercial partnership opportunities approaching RMB 1M. Content generated 1M+ targeted impressions; co-created a course rated 4.9/5 with 100K+ in-app completions; a Dedao feature reached 300K+ enterprise users in one day. Built a private community of 300 senior corporate managers. See CEO course · Dedao feature
- **Overseas growth:** Represented the company at Tokyo Game Show; English outreach and follow-up generated 3 proposal opportunities. Led LinkedIn and ArtStation content, English portfolios, and newsletters; monthly reach and engagement rose by up to 120% period on period.
- **Employer brand & events:** Led a ~500-person annual event for three years (average 8.35/10), manager conferences, university talks, and 210Talk events. Managed a team of 7+; three members were named Employee of the Year.

Wonderfulsky Financial Group | PR Associate, Long-term Public Affairs | Hong Kong | Aug 2019 – Sep 2021

- **Listed-company clients:** Served 30+ companies, including Bank of China (Hong Kong), Haitong International, COSCO Shipping Energy, and China Power. Planned media and investor communications, results roadshows, and summit events with executive directors, company secretaries, and IR leads.
- **Client outcomes:** Improved positive media coverage and investor interaction by 40% for three core clients; achieved a 95% client renewal rate through structured event delivery and ongoing relationship management.

TRAVEL & CLIENT EXPERIENCE

Fengjiantang · Runjing Luxury B&B | Online Marketing & Experience Product Design | Tengchong, Yunnan | May – Aug 2026

- **Business & digital growth:** Owned growth planning and online marketing across OTAs, social platforms, and the B&B mini-program; improved the property's Ctrip city ranking by 125 places. Supported service standards, cost and margin modelling, and operating workflows.
- **Entrepreneur retreat:** Designed a private four-day experience for seven entrepreneurs, combining dedicated transport, personalized service, a Lisu bonfire evening in the Gaoligong Mountains, hot springs, coffee, a local market, sound-bath meditation, photography, and custom gifts. Received unanimous positive feedback.

- **Family meditation camp:** Designed a six-day programme for eight adults and eleven children, coordinating adult and child instructors and parallel activities. Filled one month before opening and validated an off-season model with a project margin above 40%.

GAP YEAR & THEMED TRAVEL

- **Personal Travel:** Explored eight countries through themed travel, including a South African plant-conservation journey, a 3,000-km autumn road trip with my father in The Greater Khingan Range, a self-drive trip of New Zealand's South Island, and a 20-day US Buddhism and university-community programme.
- **Projects & music:** Co-founded a media and culture venture, supported a tourism-authority service platform, and joined the Tengchong B&B operation. Trained in DJ performance and music production using Rekordbox and Ableton Live.

EDUCATION, LANGUAGES & TOOLS

MA, Bilingual Corporate Communication | The Hong Kong Polytechnic University, 2018–2019
BA, Broadcasting and Hosting | Zhejiang University of Media and Communications, 2013–2017

Languages: Mandarin (Putonghua 2-B), Cantonese (fluent), English (IELTS 6.5; professional working proficiency).

Tools: Feishu Docs, Bitable & AI; Workbuddy; WhatsApp; Order Arrive, Ebooking, Ctrip, Fliggy and WeChat mini-programme backends; Kingdee. Use AI with platform data and business judgement for ROI, regional demand, competitor pricing, product mix, and customer insight.

REFERENCES

Chen Ming | Former Senior Journalist, Southern Weekly; Former Post-Investment Partner, Frees Fund; Former Head of Brand, 2:10 Animation; Founder, Beijing Guilan Academy | 159 1058 5600

"Xueyi takes real responsibility — whatever lands in her hands, she will try every way to make it happen. She communicates with care, upwards, downwards and sideways alike. She is well rounded: real business capability with a solid management foundation. She has wide horizons, has seen the world and many people, and keeps moving forward."

Jonathan Ma | Family-Office Investor; Investor in Khloe's Tengchong B&B | 139 1065 8843

"Khloe is highly proactive and excels in turning business ideas into reality. I greatly enjoyed working with her on the tourism project. She brings a highly professional approach to her work and is both meticulous and sincere. She genuinely cares about the needs of guests and partners, and is always enthusiastic about helping resolve any issues."