

SLAVA LI

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EDUCATION

University of Arizona, Tucson, AZ

May 2026

BA in Communication, Minor in Spanish, GPA: 4.0, Summa Cum Laude

Honors: Dean's List with Distinction (Fall 2023 - Spring 2026)

Thesis: "Social Media Communication in Esports: Building Fandoms and Distinct Identities"

SKILLS AND INTERESTS

- *Social Media Platforms:* X, Instagram, LinkedIn, Facebook, TikTok, YouTube, Twitch, Wix, Buffer
- *Certifications:* Meta Digital Marketing Associate, Social Media Specialization
- *Software:* Adobe Photoshop, Google Workspace, Microsoft Office, Vegas Pro
- *Languages:* English - Native/Bilingual, Russian - Native/Bilingual, Spanish - Intermediate
- *Soft Skills:* Communication, Collaboration, Reliability, Critical Thinking, Problem-Solving, Adaptability

WORK EXPERIENCE

Twisted Saints Esports, Head of Social Media, Remote

February 2026 - Present

- Lead social media operations across Twitter/X, LinkedIn, and future platforms, expanding the organization's digital presence
- Execute high-impact content strategies including live match updates, gameday coverage, memes, and platform-native content
- Contribute to the development of the overall look and feel of the brand across social channels

Arizona Public Media, Social Media Assistant, Tucson, AZ

July 2025 - May 2026

- Produced and published content across platforms like Instagram, Facebook, and Twitter
- Edited photos and videos for cross-platform distribution
- Handled social media strategy for community events, contributing to increased impressions and audience engagement across platforms

Aelix Esports, Director of Social Media, Remote

September 2025 - December 2025

- Directed the organization's social media launch strategy, successfully generating over 170,000 impressions within the first week
- Led a small team of social media managers to develop and execute strategies that expand our digital footprint and brand presence within the esports community
- Orchestrated live social media coverage during tournament matches, creating engaging, real-time content to drive audience interaction and amplify key moments
- Achieved 508k+ impressions and 400 new followers during the organization's 4-month run

Wellnite, Social Media Intern, Remote

July 2025 - August 2025

- Launched a brand-new YouTube channel to expand Wellnite's digital presence and amplify its mental health mission
- Collaborated with the team to produce daily short-form content on mental health and wellness
- Designed and optimized content strategies, using performance insights to improve reach and engagement
- Generated 66.1k+ views within four weeks, significantly boosting brand visibility and engagement

DESTINATE, Social Media Marketing Intern, Remote

February 2025 - June 2025

- Developed and managed engaging multimedia content, including graphics and video shorts, for the company's LinkedIn and YouTube channels, boosting audience engagement and brand visibility
- Boosted social media impressions by 201% and grew the company's follower base by over 300, resulting in an 800% increase in audience engagement
- Maintained and expanded a tourism industry database to support targeted social media outreach, collaborating weekly with the team to plan and execute content strategies