



# Wenqi Li

I work at the intersection of content strategy, execution, and analysis, helping brands define their social media positioning and translate audience insight into effective content.

## Role

- Content Strategy & Social Media Planning
- End-to-end Content Execution (Video, Visuals, Publishing)
- Audience Insight & Performance Analysis

## Selected Projects

Name	Created	Description	Tags
<u>Head Spa — Instagram Conversion Strategy.</u>	January 10, 2026 11:23 AM	Local service launch focused on booking conversion	
<u>Nature's Soy — Brand Content Strategy.</u>	January 10, 2026 12:26 PM	Long-term content strategy grounded in culture and seasonality	
<u>Caesar &amp; Napoli, P.C. — Community-Focused Content Strategy.</u>	January 10, 2026 12:26 PM	Content adapted for cultural sensitivity and platform constraints in overseas service communication	

Aa Name	🕒 Created	≡ Description	☰ Tags
<u>Sushi Aozora — Instagram Content Production</u>	January 11, 2026 3:14 PM	Platform-native Instagram content adapted to trends and seasons for dining brands	
<u>Additional Work: Product Photography</u>	January 21, 2026 10:02 PM	Selected product photography created for social media and digital commerce use	