

# Hannah Lee

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## EDUCATION

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**University of Southern California, Marshall School of Business** Los Angeles, CA  
*BS in Business Administration/Specialization in Web Development, Stem Designated* Graduation: Dec. 2024  
**Academic Achievements:** Dean's List (Spring 2024, Fall 2024)  
**Relevant Coursework:** Macro/Micro Econ, Statistics, Data Science, Managerial/Financial Accounting, Business Strategy, Data Analytics, Marketing, Decision-Making, Organizational Behavior-Leadership.

## EXPERIENCE

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**GreenPoint Global** Remote/New York  
*Product Intern* Jun. 2023 - Dec. 2024

- Collaborated directly with CEO to define product strategies for ALM IQ, a SaaS platform designed to streamline balance sheet risk analysis, targeting a market of over 5,000 banks and credit unions in the U.S.
- Conducted market research and competitive analysis, identifying key features and gaps in the fintech landscape, resulting in a 25% reduction in time-to-market for product features.
- Authored LinkedIn posts for a targeted marketing campaign, driving a 30% increase in product awareness and a 3.3% conversion rate among key decision-makers, including CFOs and Chief Risk Officers.
- Led a data collection initiative with the NCUA, automating the acquisition of datasets for 2,000+ financial institutions, improving regulatory compliance insights by 40%.

**Claim (Startup offering cash-back deals for students)** Remote/Boston  
*Business Development Campus Representative* Jun. 2024 - Dec. 2024

- Orchestrated strategic partnership initiative between Claim and USC's flagship campus café (\$5.3M annual revenue exclusively from USC operations), to the Claim platform.

**Kempus(Ed-Tech Startup)** Remote/New York  
*Product Marketing Intern* Aug. 2023 - Dec. 2023

- Spearheaded Kempus' expansion at USC, driving a 70% increase in campus user growth through targeted marketing strategies.
- Conducted in-depth analysis of students' AI utilization patterns, uncovering key pain points and translating findings into actionable insights.
- Developed and executed growth initiatives, including outreach to student organizations and survey-based research, contributing to a 30% improvement in user engagement within 3 months.

## PROJECTS

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**Piktel: Ai-Powered Photo App** Aug. 2024 - Dec. 2024

- Developed Piktel's Webflow site, led product feature development, and managed the team's Kanban workflow for the AI-powered photo platform.
- Devised all marketing efforts, from promo videos to strategy reports.

**BAM! (Music Band)** Aug. 2024 - May 2024

- Built and shipped music project from the ground up within 4 weeks; crafted brand identity, and orchestrated promotional strategy while bringing together creative vision.
- Drove 16.7% monthly follower acquisition for 4 months through strategic promotional content.

**Case Study: Motorola Miracle** Jan. 2024 - May 2024

- Conducted a business analysis for Motorola, recommending smart acquisitions and healthcare integration for optimal growth.

**Claire's Place Foundation (Non-Profit)** Apr. 2023 - May 2023

- Leveraged R to analyze email campaign performance data across regions and age groups, uncovering trends in donation amounts by campaign type to inform more effective fundraising strategies.

**Song Popularity on Spotify** Mar. 2023 - May 2023

- Utilized regression models to analyze Spotify track data—such as BPM and duration to identify features correlated with song popularity.

## SKILLS AND TOOLS

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**Skills:** HTML/CSS, SQL, Excel, Figma, WebFlow, Trello, R, JMP, JavaScript, React.  
**Interests:** Ideating, Playing Guitar, Fintech, Product Branding, Building Legos, Unboxing Technology, Pickleball.