

# 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 Expected Graduation: Dec. 2024*  
**Relevant Coursework:** Statistics for Data Science, Business Communications, Finance, Marketing, Organizational Behavior and Leadership, Operations Management, Strategic Management, Decision-Making, Front-End/Back-End Web Dev, and Analytics

## EXPERIENCE

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**Piktel - Ai powered Photo Album(Project)** Los Angeles, CA  
*Product Manager* Sept. 2024 - Dec. 2024

- Synthesized and analyzed market research through 100+ surveys by identifying pain points with existing photo album apps.
- Executed milestones by detailing strategic initiatives in Trello and applying circle methodology to refine features and prioritize impact, achieving a 25% efficiency improvement.
- Designed and developed the landing page UI/UX using Figma and Webflow.

**GreenPoint Global x Finastra** Remote  
*Project Analyst Intern* Sept. 2023 - Dec. 2024

- Headed LinkedIn articles, expediting the product marketing velocity by 2x.
- Enhanced team collaboration by developing cross-team alignment documents and attending weekly meetings with business leaders and the sales/marketing team, reducing meeting times by 20%.
- Constructed industry report using PowerBI on credit unions, providing strategic insights to guide the launch of the ALM IQ product.

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

- Led the partnership efforts between Claim and the largest cafe on the USC campus to successfully onboard them to the Claim app.

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

- Initiated Kempus' presence at USC, boosting campus user growth by 70% through targeted marketing and blog campaigns.
- Evaluated students' AI utilization patterns, leveraging findings to identify pain points and guide improvements for Kempus' student platform.

## PROJECTS/CERTIFICATIONS

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**Product Management Professional Certificate - LinkedIn Learning** Jul. 2024

- Mastered principle product management concepts, emphasizing strategic planning and road mapping to drive product success.

**BAM!** Aug. - May 2024

- Led and performed in a band, managing gigs, media, scheduling, finances, and creative marketing vision.

**Motorola Miracle** Jan. - May 2024

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

**Product Managers Association Los Angeles** Sept. - Nov. 2023

- Three-month mentorship program focusing on the fundamentals of product management.

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

- Leveraged R's statistical capabilities to uncover trends in the data, providing valuable insights to inform fundraising strategies.

**Song Popularity on Spotify** March 2023

- Utilized Rstudio to create a data analysis project on what makes a song popular on Spotify.

## SKILLS AND TOOLS

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**Skills:** HTML/CSS, SQL, Excel, Figma, Javascript, RStudio, React, PowerBi, Webflow

**Interests:** Product Ideation, Product Branding, Building Legos, Unboxing Technology, Playing Guitar, Pickleball