

Sam Lee

HKUST Year 3 - bachelor's degree In School of Business And Management

Major in Information System

Minor in Big Data Technology

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Reliable and passionate student studying in HKUST who are seeks an opportunity to expands skills and gain valuable real-world experience.

Skills

Digital Marketing	DV360, Yahoo DSP, Facebook, Teads
Programming proficiency	JavaScript (react js) , HTML, CSS, Python <i>Visit lee-sam.com for my projects</i>
Microsoft Office	Excel, Word, PowerPoint
Language proficiency	[Chinese (Cantonese, Mandarin), English]

Experience

Nov 2021 – Apr 2022: Havas Group | Programmatic Trading and Paid Social Intern

- Operational: Campaign set up, following trading desk processes
- Optimization: Campaigns metrics monitoring and optimizations toward client goals and KPIs.
- Reporting and analytics: Updating the media planning team on campaign delivery, taking decisions and making recommendations
- Follow up on new technology and offer in the market to maintain competitively among other players

Feb 2021 – Nov 2021: HKUST library | Monograph Team Part Time

- Assist in creating or modifying of records
- Search metadata in catalogs/databases/Internet; checking access of library e-resources and records
- Unpacking/checking incoming materials, scanning invoices
- End-processing library materials, e.g., stamp and label
- Index articles for News Clippings database
- Perform other duties as assigned

Education

Sep 2020 – current

Bachelor Degree In School Of Business And Management - Major in Information System

Hong Kong University of Science and Technology

Sep 2014 – May 2020

Secondary school education

St. Francis Xavier's College

Additional Information

CGPA: 2.45

