

CARLINDA LEE

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PROFILE

As a student leader, mentor and marketer across multiple regions, I am always seeking opportunities to develop myself personally and professionally – whether that be through internships, student organizations or case competitions. This is all while paying it forward to other students via a series of events, panel sessions, coffee chats and more.

EDUCATION

BBA – Marketing & Entrepreneurship / [Simon Fraser University](#) / Upper Division GPA: 3.73/4.33 2017 – 2022

- **Study Abroad:** [Singapore Management University](#) in SG (2022), [Deakin University](#) – virtually from AU (2021/22)
- **Courses:** 450/Managing Emerging Opp. (A+), 447/Global Marketing Management (A+), 347/Consumer Behavior (A)
- **Notable Awards:** P. Dermot Murphy Undergraduate Award in Business (2020), Event of the Year (2019)

PROFESSIONAL EXPERIENCE

Market Research & Brand Strategy Lead (Promoted from Intern) / [Hey Lizzie Ann](#) / Seattle Nov 2020 – Present

- Led website rebrand by briefing design agency on requirements and drove 121,719+ total social impressions – 3x higher than before, through developing consistent tone of voice for brand while testing content and creative ideas
- Conducted customer interviews and feature analysis, to innovate products and pricing for different market segments

Loyalty Marketing, Apple Rewards Store Singapore / [American Express](#) / Singapore Oct 2021 – Dec 2021

- Recommend optimizations and campaign ideas to Regional Lead by analyzing competing [Apple Store](#), consumer purchasing behavior, product category sales and more, to ensure promotional strategy reflects consumer interests

Marketing Intern, Merchant Acquisition Canada / [American Express](#) / Toronto Sept 2021 – Dec 2021

- Create '22 channel growth strategy by identifying market trends, optimizing sales productivity, analyzing use of \$M budget and more, to decrease acquisition costs by 32%, and 2x small business & franchise growth from '21 #s
- Present insights to international marketing team and leadership of 28 sales reps to drive sales training and efficiency

Women's Interest Network & Colleague Collaboration Team / [American Express](#) / Toronto Sept 2021 – Dec 2021

- Co-founded and created the first-ever WIN AmbitioUS Awards to recognize impactful colleagues and initiatives
- Proactively suggested and led the creation of an onboarding initiative, welcome email and brand strategy for all new hires joining our business unit through gaining buy-in, managing brainstorming sessions and designing assets

Global Marketing Operations Specialist Intern, Cybersecurity & IoT / [BlackBerry](#) / Waterloo Sept 2020 – Apr 2021

- Collaborated cross-functionally with 52 global and regional stakeholders from creative to legal, launching 35 email campaigns in 7 languages that reached customers, partners and prospects across NA, EMEA, APAC and LATAM
- Proactively monitored competitive landscape, created consumable reports and presented optimization opportunities to influence copywriters, the Director and more, resulting in clicks increased by 64% and process efficiency by 83%

Panelist, Co-Chair & Communications Director, Intern Committee / [BlackBerry](#) / Waterloo Sept 2020 – Apr 2021

- Invited to share my story and promote opportunities to 100+ attendees at intern orientation via invite from Recruiters
- Co-led a team of 4 to ideate, plan and promote career and social events for 364 interns from 12 offices in 8 months

Campus Brand Manager, Amazon Prime Student / [Riddle & Bloom](#) / Burnaby Aug 2020 – Oct 2020

- Conceived creative ideas and owned local marketing for partner brands and product offerings like [3M](#) and [Twitch](#), generating the most subscribers out of 42 brand managers nationally and reaching 209% of my target in 4 weeks

Teaching Assistant, Business Communication (360W) / [Simon Fraser University](#) / Burnaby Jan 2020 – Apr 2020

- Earned perfect performance score by mentoring 25 students on public relations, business strategy and presentation design via detailed coaching sessions which improved their grades from C-F to A-B level in second revisions

Sales & Marketing Analyst Intern / [FISPAN](#) / Vancouver Sept 2019 – Dec 2019

- Partnered with design, sales and product teams to develop client-facing sales collateral for banks like [J.P. Morgan](#)
- Gained executive buy-in to implement lead acquisition platform while reporting weekly sales/marketing performance

Digital Marketing & Partnerships Manager Intern / [Preview Careers](#) & [Coho](#) / Vancouver Oct 2018 – Oct 2019

- Grew following by 40% by managing Facebook and Instagram content, creative, ads, paid media budget and 2 influencers while defining consumer segments by analyzing interviews, feedback forms, database and more

Co-Chief of Marketing / [ezWake App](#) / Vancouver

Jul 2017 – May 2018

- Led a team of marketers and designers to manage social media channels and PR campaigns – leading to 100% of Kickstarter goal reached, an app launched on the Google Play Store and an average rating of 4.7/5 stars

LEADERSHIP EXTRACURRICULARS

Program Manager / [SFU Marketing Accelerator Program](#)

Sept 2020 – May 2021

- Pitched and negotiated to secure \$2,300 budget from university leaders, recruited for and guided a cohort of 16 students, and planned mentorship initiatives, client projects, marketing workshops and more with 62 stakeholders

Marketing Strategy Case Competitor / 3 National & 13 Local Competitions

Oct 2017 – Nov 2020

- Awarded 1st Place 5x, 2nd Place, Finalist 2x and Semi-Finalist with go-to-market strategies, stories and presentations
- Contributed to [JDC West](#) 3rd Place Academic School of the Year Award by creating integrated marketing strategies in 3 short hours with no Wi-Fi, 1 laptop and 2 hours of sleep, after applying feedback from 26 team practices
- Represented Simon Fraser University with 2 teammates at the week-long [Royal Roads Design Thinking Challenge](#)

Marketing Strategy Consultant for 7 Clients / [SFU Marketing Accelerator Program](#)

Feb 2020 – Apr 2020

- Achieved 1st Place by presenting actionable product marketing recommendations and plans: go-to-market strategy, differentiation from competing products, 7 user personas and personalized use cases, to [Microsoft Canada](#)
- Optimized Google ads, achieved above industry average 4.3% CTR, and shared insights with client: [TMP](#) via report

Director of MarCom & Creative / [SFU Business Administration Student Society](#)

May 2018 – Apr 2019

- Led rebrand, social media marketing and creative strategy resulting in sales of \$24,500 and Event of the Year Award

VP Corporate & External Relations, Startup Hacks / [Startup Academy](#)

Oct 2017 – Jun 2018

- Gained buy-in from external stakeholders to secure \$21,000+ in sponsorship, and 45 judges and mentors

MENTORSHIP EXPERIENCE (IMPACTED 260+ STUDENTS)

Advisor / [SFU Marketing Accelerator Program](#)

Aug 2021 – Present

- Leveraged past experiences to guide new Program Managers on recruitment, program planning, outreach and more

Networking Delegate, Gateways Conference / [UBC Marketing Association](#)

Nov 2021

- Invited to represent American Express as an “industry professional” and gather other Vancouver-based colleagues to answer students’ questions on our application, recruitment process, day-to-day experiences, software and more

Mentor, BASS Mentorship Program / [SFU Business Administration Student Society](#)

Sept 2019 – Mar 2021

- Mentored and welcomed 4 first-year students via monthly events, socials and bi-weekly coaching sessions on resumes, extracurriculars, networking and more – enabling them to land 5+ student leadership roles afterwards

Judge, Bright Ideas Competition / [Enactus SFU](#)

Dec 2020

- Invited to judge a high school entrepreneurship competition by listening to engaging presentations and asking key follow-up questions to better analyze their venture, fill-in gaps on our judging rubric and provide tailored feedback

Co-Founder & Moderator / [Pathways Seminar](#)

May 2020 – Jul 2020

- Planned, promoted and moderated a virtual conference for high school students to learn from 5 university students across Canada – whether it be around study habits, student clubs or internship experiences in different faculties

Workshop Panelist, SMACKDOWN Case Competition / [SFU Student Marketing Association](#)

Oct 2019

- Invited to share my learnings, challenges and advice from past case competition experiences in an engaging way

PROFESSIONAL DEVELOPMENT

Mentee of Program Manager at Amazon NYC / [Young Women in Business SFU](#)

Oct 2020 – Apr 2021

- Learned about Amazon’s leadership principles, diversity and inclusion and more, while attending monthly events

Mentee of Product Marketing Manager at Microsoft HQ / [Tech Pod](#)

Nov 2020 – Jan 2021

- 1 of 50 selected out of 600+ applicants worldwide to learn about marketing in technology, and more within a cohort

Self-Learning & Online Certifications

- LinkedIn Learning: Growth Marketing, Integrated Marketing Strategies, Strategic Partnerships, Product Marketing
- Google: Fundamentals of Digital Marketing, Google Ads Search Certification, Google Analytics Qualification
- Other: Tableau Desktop I & II, Snapchat Advertising Essentials, Microsoft Certified: Azure AI Fundamentals