

# Carlinda Lee

Curious & Passionate

Portfolio: [carlindalee.github.io](https://carlindalee.github.io)

## PERSONAL INFO

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### Natalie Riso

Content Marketing Manager

500 Startups

Dear Ms. Riso and the 500 family,

As a curious marketer excited about the startup ecosystem, I love how 500 Startups helps startups all around the world, thrive through hands-on education, funding and connections to successful mentors, alongside inspiring and valuable content distributed at scale, via digital channels. These initiatives empower people; supporting the innovators behind ventures like Canva while solving more pain points, making graphic design more accessible, efficient and intuitive for small business owners and many more.

Being passionate, I seek opportunities to put my marketing skills to the test, exemplified through my fast-paced internships within two startup environments, optimized content development for twelve pro-bono client projects (from large companies like Microsoft to small startups like Emotive Beverages) and community-driven student organizations that foster a work hard, play hard culture (like Startup Academy: Startup Hacks). Plus, I will leverage my positive energy and insatiable drive to both learn and challenge myself, into this role.

Some areas I can provide tangible value in, to devise helpful, inspiring and exciting content for communities of entrepreneurs, intrapreneurs and their startups, include:

- **Ideating research-based content**, as shown by my initiatives ideating and curating targeted marketing content, considering brand values, audience interests, industry trends, influencers and competitors.
- **Creating consistent content**, as shown by my initiatives writing social media content, blog articles, email newsletters, a press release, personalized and professional email copy and more, in addition to designing collateral that aligns with the brand.
- **Optimizing content**, as shown by my initiatives iteratively creating data-driven content, leveraging Facebook Insights, Instagram Insights, HubSpot analytics, Facebook Ads Manager analytics, Google Campaign Manager analytics, SEMrush and Google Keyword Planner, while keeping track of KPIs to better reach business goals.

Competing in case competitions, namely JDC West, also allowed me to move more quickly - analyzing a case, devising tailored marketing strategies, and creating slides within three hours. This was thanks to our weekly case practices collaborating alongside my diverse team and of course, with the support of three amazing coaches and a family of driven competitors competing in other disciplines.

Thank you for your time. I look forward to discussing my skills and how I will add value to 500 Startups.