

Carlinda Lee

Curious & Passionate

Portfolio: carlindalee.github.io

PERSONAL INFO

☎ +1 778-863-6397

✉ carlindalee@gmail.com

in linkedin.com/in/carlindalee

HIGHLIGHTS

MarCom Experience

- Managed data-driven digital marketing for 6 organizations

Strategy Competitions

- **1st Place:** NIBC Western Conference Case Simulation, 2017
- **1st Place:** SFU Peak Performance Case Competition, 2018
- **Finalist:** SFU BUS 201 Case Competition, 2017
- **Semi-Finalist:** Great Canadian Sales Competition, 2019
- **Represented SFU:** Royal Roads Design Thinking Challenge, 2019

EDUCATION

BBA: Marketing, MIS & Entrepreneurship & Innovation

Beedie School of Business,
Simon Fraser University (SFU)
2017 – Present

Dean's Honour Roll
Summer 2019

Google Digital Marketing Certification
March 2020

MARKETING EXPERIENCE

Marketing Strategy Consultant & Participant

SFU Marketing Accelerator Program / Feb 2020 – Present

- Created optimized content for 7 clients: Microsoft, Visier, Buzzlt & more
- Achieved 17 conversions, including one full employer sign-up (19.3% CVR) & 88 clicks (4.3% CTR) from targeted Google Search Ad Campaign, using SEMrush & Google Keyword Planner, for client: Talent Marketplace

BUS 360W, Business Communication Teaching Assistant, P/T

Beedie School of Business, Simon Fraser University / Jan 2020 – Present

- Provide detailed feedback on 25 students' writing & business strategy presentations through coaching sessions, office hours & written comments

Marketing Case Competitor

JDC West Business Competition / Jul 2019 – Jan 2020

- Conducted extensive research on industry trends, promo tactics & more
- Created slides (within 3 hrs.) & presented go-to-market implementation strategies, KPIs, costs, ROI & risks & mitigation plan, to coaches weekly

Sales & Marketing Analyst, Co-op

FISPAN / Sept 2019 – Dec 2019

- Educated prospects, clients & stakeholders by creating personalized internal sales deck for J.P. Morgan, sales proposal template & demo video
- Researched global conferences, awards & speaking opportunities
- Tracked KPIs & compiled info onto visual slides for management
- Proactively recommended use of RocketReach to increase prospect meetings through identifying pain points & gaining management buy-in

Brand Manager, Remote Intern

Preview Careers / Oct 2018 – Oct 2019

- Reached 1293 giveaway entries by executing PPC Facebook & Instagram ads, partnering with two influencers & designing content
- Wrote & published blog articles, email newsletters & a press release
- Managed editorial calendar for social, blogs & email, via Planoly & sheets
- Secured promo from 15 outlets & sponsors: EY, Riipen & O2E Brands
- Identified customer profiles & revenue streams through leading market research: focus groups, interviews, surveys & secondary research

Director of Marketing & Communications

SFU Business Administration Student Society / May 2018 – Apr 2019

- Managed social media to garner 125 LAUNCH leader applicants, gross sales of \$24.5K & audience reach of 6.5K for BASS LAUNCH event
- Designed graphics, emails, slides, photobooth template, T-shirts & more

VP Corporate & External Relations

Startup Academy: Startup Hacks / Oct 2017 – Jun 2018

- Secured \$21K in sponsorship & 45 judges/mentors – entrepreneurs & industry professionals, through research, pitches & catered outreach

KEY TOOLS & APPLICATIONS

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|---------------------------|---------------|------------------------|
| • Facebook Ads Manager | • Figma/Canva | • Hootsuite/Planoly |
| • Google Campaign Manager | • Adobe CC | • HubSpot |
| • Google Analytics | • Squarespace | • G Suite/Office Suite |