

Agnes J. Lee

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EDUCATION

Northwestern University

Evanston, IL

Bachelor of Science in Journalism | Minor in Psychology | Integrated Marketing Communications Certificate

June 2022

- **GPA: 3.889 / 4.00** | Dean's List: 8 of 9 quarters | SAT: 1570 / 1600

Course Highlights:

- **Research for Marketing Communications** – Analyzed data and research designs with RStudio and Google Trends
- **Integrated Marketing Communication Strategy** – Applied various marketing techniques to develop brand strategies
- **Media Design** – Developed visual understanding to better deliver immersive storytelling in prototypes and magazines
- **Reporting & Producing Social Media Video** – Filmed, produced and edited short-form video with industry-level tools

RELEVANT EXPERIENCE

PBS Digital Studios

Arlington, VA (Remote)

Social Media & Audience Development Freelance Coordinator (August 2021 – Present) & Intern (June 2021 – August 2021)

- Created and executed a regular content schedule with 3-9 posts a week and brand-specific copy across Instagram, YouTube and Twitter with reaches of 7,000 followers and 264,000 subscribers
- Evaluated potential opportunities to increase engagement by curating interactive multi-part Instagram stories to promote digital series and implementing caption and thumbnail templates for show producers

Glantz Design

Evanston, IL (Hybrid)

Project Management Intern

April 2021 – June 2021

- Managed branding and web projects for 7 clients by monitoring project milestones and workflow in CMS, maintaining client-facing and designer communication, and completing strategic presentation decks and creative briefs

SkoopMarketing

Fullerton, CA

Graphic Design & Marketing Intern

June 2020 – August 2020

- Increased total audience growth by 12% for Instagram & Facebook accounts by creating content uploaded on a triweekly basis and engaging daily with followers for food manufacturing companies (Ottogi America, A-Sha Dry Noodle)
- Led a pilot ambassador program by revising and organizing contracts and serving as the point person for 4 food influencers

Knight Lab “AR Features with 3D Food Photography”

Evanston, IL

Studio Member

April 2020 – June 2020

- Accepted to be 1 of 5 team members from university-wide application process to research AR features and 3D modeling with Blender, Torch and Spark AR to present results in four-part research article

Medill Student Services – Northwestern University

Evanston, IL

Student Services Worker (Graphic Design Lead, New Membership Lead)

October 2018 – Present

- Improved onboarding and design processes by streamlining training presentations with redesigned work manuals used to train 15 new hires in project management & overall work process and creating brand book for 10 work-study students
- Completed weekly projects such as creating scholarship newsletters for students, conducting research for department heads under strict deadlines and producing event flyers and handbooks for convocation and distributed to employers

LEADERSHIP EXPERIENCE

The Daily Northwestern

Evanston, IL

Video Desk Editor, Contributor

October 2020 – Present

- Responsible for uploading and captioning videos on YouTube after providing feedback on initial edit cuts to 6 staffers
- Produced and edited video stories with custom graphics and animations made on Adobe Premiere Pro and After Effects

Sigma Psi Zeta Sorority, Inc.

Evanston, IL

Peer Educator, Peer Educator Assistant, Design Chair, Treasurer

April 2019 – Present

- Led 8 incoming members through the education process by connecting them with current members by planning social events and providing constructive feedback as required by the National Sigma Psi Zeta Sorority, Inc.

STITCH Magazine

Evanston, IL

Co-Design Editor, Multimedia/Design Team Member

October 2018 – Present

- Managed 10 designers to produce 1-2 weekly graphics for online magazine and assisted with publication of print magazine

ADDITIONAL

- **Skills:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD), Social Media Management, Content Management Systems, MailChimp, Google Suite, Copy Writing/Editing, Video Filming, Audio Recording, Working Knowledge of Spark AR/Blender/Tableau/WordPress/HTML/CSS/RStudio | **Language:** English (Native), Korean (Fluent)
- **Activities:** North by Northwestern (Designer), NUAsian (Contributor), Private Tutor (11 students in 1st – 11th grade)