

# 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

Arlington, VA (Remote)

*Digital Studios Social Media & Audience Development Intern*

*June 2021 – Present*

- 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, Microsoft Office, Copy 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 1<sup>st</sup> – 11<sup>th</sup> grade)