

Agnes J. Lee

Evanston, IL | (714) 353 - 6964 | agneslee2022@u.northwestern.edu | aggyjlee.github.io/portfolio

EDUCATION

Northwestern University

Evanston, IL

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

June 2022

- **GPA: 3.897 / 4.00** | Dean's List: 9 of 10 quarters

- Accepted into cohort of 23 students for Northwestern's **Bay Area Immersion Program** (January 2022 – March 2022)

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
- **Reporting & Producing Social Media Video** – Filmed, produced and edited short-form video with industry-level tools

WORK EXPERIENCE

New England Public Media | *Graphic Design Intern*, Springfield, MA (Remote)

October 2021 – Present

- Designed asset suites optimized for social, email and television promotions for radio, television and in-person performances, and coordinated online distribution of email newsletters to over 30,000 recipients

Moonrise Social Club | *E-Marketing Intern*, Remote

September 2021 – Present

- Performed preliminary competitive research to build out and design marketing accelerator e-learning course for TikTok influencer Mario Moreno (@followmario), a marketing and career consultant

STITCH Magazine | *Co-Design Editor*, Evanston, IL

October 2018 – Present

- Created one to two magazine spreads and weekly online graphics per quarter while supporting 10 team members, and assisted with redesign of online website on Squarespace through wireframing and user experience

Northwestern Medill Student Services | *Student Services Worker*, Evanston, IL

October 2018 – Present

- Completed weekly projects such as creating scholarship newsletters for all students enrolled in the journalism program, conducting research for department heads and student body under strict deadlines and producing event flyers and school-wide handbooks used at convocation and distributed to employers for graduate student job recruitment

PBS | *Social Media & Audience Development Coordinator/Intern*, Arlington, VA (Remote)

June 2021 – October 2021

- Executed a regular content schedule with three to nine posts a week and brand-specific copy across Instagram, YouTube and Twitter accounts of 7,000 followers and 264,000 subscribers to reach +85.4% accounts and +107% nonfollowers
- 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 | *Project Management Intern*, Evanston, IL

April 2021 – June 2021

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

The Daily Northwestern | *Video Desk Contributor & Spring Desk Editor*, Evanston, IL

October 2020 – June 2021

- Produced and edited five video stories with custom graphics and animations made on Adobe Premiere Pro and After Effects and managed six staffers by offering edit suggestions and holding weekly desk meetings

SkoopMarketing | *Graphic Design & Marketing Intern*, Fullerton, CA

June 2020 – August 2020

- Increased total audience growth by 12% for Instagram and 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 pilot ambassador program by revising and organizing contracts and serving as point person for four food influencers

Knight Lab "AR Features with 3D Food Photography" | *Studio Member*, Evanston, IL

April 2020 – June 2020

- Accepted to be one of five 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

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/Figma/Tableau/WordPress/HTML/CSS/RStudio | **Language:** English (Native), Korean (Fluent)
- **Activities:** Sigma Psi Zeta (Peer Educator, Treasurer, Design Chair), Private Tutor (11 students in 3rd – 11th grade), North by Northwestern (Print Designer, Mag-to-Web Designer), NUAsian (Contributor)