

Ashley Lee

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EDUCATION

College of Letters and Science - University of California, Berkeley | Berkeley, California

B.A. Intended Economics & Computer Science | Expected May 2017

GPA: 3.84/4.00

Relevant Coursework: Economic Analysis-Macroeconomics, Introductory Probability and Statistics, Data Structures, Structure and Interpretation of Computer Programs, Calculus, Web Design, Intermediate Chinese

WORK EXPERIENCE

Community Trust- A Division VITA (Volunteer Income Tax Assistant) | Oakland, California

01/15—Present

- File income taxes for low-income, elderly, disabled and limited English speaking people
- Trained and certified by the IRS (Internal Revenue Service)

Softbank Ventures UKOV (Undergraduate Knights of Venture) | Seoul, South Korea

06/14—Present

- Linked undergraduate and graduate students interested in working at venture companies with rising tech startups under the purpose of solving the venture companies' difficulty of finding talented workers

Perples Inc. Business Development Intern | Seoul, South Korea

06/14—08/14

- Conducted market research and data analysis on the mobile payment industry for the purpose of evaluating the implementation of O2O(Online to Offline) service in the industry
- Supported website content and design planning for the company's new Bluetooth Low Energy ibeacon, RECO (www.reco2.me)
- Organized the financial statement for the first two quarters of 2014
- Led international PR – wrote articles and managed the company's blog to help more companies recognize the possibilities of ibeacons expanding to various on/offline channels as a mobile advertisement platform
- Directed product management for the company's new product RECO

Voyager Consulting Consultant | Berkeley, California

09/13—Present

- NBA (College Student's Leisure Habits and its Change): Secondary market research on college student psychographics and trends in sports media viewership; Surveys and focus groups to understand leisure habits of college students
- Pinterest (Driving Growth and Engagement from Students): Conducted industry analysis, surveys and focus groups for consumer insight and a better understanding of user experience; Researched the trend of social media shifting towards e-commerce and evaluated the benefits and drawbacks it will bring; Strategy recommendation for marketing and product innovation
- Warby Parker (Consumer Purchasing Habits of College Students): Conducted competitor research to summarize market's unmet needs and a college demographic survey to reveal eyewear purchasing habits; Researched and contacted potential partners, clients and board members (C-level executives) as a representative of client

LEADERSHIP ACTIVITIES

Alpha Chi Omega Fraternity Finance Committee, Purchase Fee Officer | Berkeley, California

01/15—Present

- Set up and maintained an accurate record of all chapter members' current invoice balances
- Input invoices of each woman for individual purchases made

Alpha Chi Omega Fraternity Finance Committee, Fundraising Chair | Berkeley, California

01/14—01/15

- Partnered with Bear Basics to return 10% of it's profits to Alpha Chi Omega's philanthropy, domestic violence awareness
- Organized clothing exchanges within the chapter for actives and donated the profit

VOLUNTEER ACTIVITIES

Rotaract Volunteer Cal Rotaract, International Committee | Berkeley, California

09/13—09/14

- End Polio Now 5K Run: Organized a fundraiser for Rotary International's mission to eradicate polio; Contacted and partnered with local restaurants to return 20% of their profit for this cause
- WAPIs (Water Pasteurization Indicators): Assembled and tested WAPIs in order to send them to third-world countries

AWARDS & CERTIFICATES

- VITA/TCE Certification (by IRS) (2014)
- Dean's Honors (2013 Fall, 2014 Spring)
- Kraft Award (For students with the highest scholastic records) (2013)
- Grand Award: Seoul Entrepreneurship Competition (2012)
- Bronze Award: Social Venture Entrepreneurship Competition (2012)
- Captain of Korea's U-19 National Lacrosse Team (2012)

SKILLS & INTERESTS

- Technical: Java, Scheme, HTML, JavaScript, CSS, Mac OSX, Microsoft Office Suite.
- Languages: English (Native), Korean (Native), Mandarin (Limited Proficiency).
- Interests: Lacrosse, Baseball, Musicals, Traveling