Benjamin K. **Lee**

✉ benklee127@gmail.com | 📱 609-613-0377 | 📍 Princeton, NJ

Experience

Psomagen — *Rockville, MD*

REVENUE OPERATIONS ANALYST — *January 2022 – August 2022*
- Led cross-team initiative to integrate Hubspot CRM, LIMS, and various sources to centralize data access; planned and deployed first full-funnel dashboard views with Tableau.
- Managed CRM user roles and created best practices/on-boarding guides to standardize infrastructure for more effective platform usage and analytic capabilities.
- Strategized with sales, commercial, and marketing leadership to design our first customer journey view. Directed changes that improved ad spend efficiency by 86% and improved end-to-end conversion rate by 54%.
- Designed and implemented form, lead, and task handling automation in Hubspot CRM; reduced average sales response time by 76% while improving client-relevant information provided.

MARKETING ANALYST — *May 2021 – January 2022*
- Worked with leadership to design and automate dashboards to improve visibility into Sales and Marketing operations.
- Collaborated with commercial team to build client personas and develop targeted marketing strategies that increased return customer rates by 23%.
- Reworked Hubspot CRM backend; revised contact properties and data management to improve accuracy and segmentation capabilities for analytics and reporting.
- Performed general administrative and marketing functions; managed spend reconciliations, website maintenance/updates, CRM management, ad hoc reporting, etc.

ADTech — *Princeton, NJ*

JUNIOR MARKET ANALYST — *April 2020 – May 2021*
- Performed and presented market research on SEO consulting space; provided context & recommendations during weekly updates on industry forecasts, KPIs, and competitors.
- Assisted with SEO research and development of the JuniperCanvas project, an SEO consulting platform.
- Developed automated SEO scoring python app for JuniperCanvas. Improved predictive accuracy of factor weights by over 30%

Freelance — *Princeton, NJ*

GROWTH CONSULTANT — *July 2020 – May 2021*
- Performed Twitch channel marketing analytics, with focus on viewer retention, lead generation, content design, and revenue growth.
- Implemented organic lead generation campaigns; averaged monthly follower growth rate of 398% over 6 months (Compared to 58% for the average of the fastest-growing 10% on platform and 1.45% for the platform average).
- Developed immersion framework of off-channel social spaces, community benefits, and online events to optimize viewership retention; grew viewership to 99.54th percentile.
- Crafted consumer value proposition with subscriber benefits, stream perks, and virtual assets to incentivize revenue conversion; brought revenue conversion to 99.98th percentile.

Soul Marketing LTD — *Hong Kong, SAR*

DIGITAL MARKETING INTERN — *June 2019 – August 2019*
- Designed and deployed e-commerce website for client company. Led to a 24% increase in client revenue within 3 months of launch
- Collaborated with team members to storyboard, film, and edit advertisement shorts for clientele.
- Sponsored project to automate recurring daily manual client inventory database updates with python web-scraper. Saved team 80 work-hours per month, doubled update frequency and removed human error.
- Analyzed and provided recommendations for company's employee benefit platform project. Created pitch deck to motivate investor interest.

Education

University of Maryland — *College Park*

BS IN MARKETING — *2015 – 2019*

Projects

Public transport safety AI — *Grandion Industrial Ltd*

EVALUATION OF IOV STARTUP PITCH.
- Performed and presented research to evaluate financial viability of auxiliary warning system to detect driver fatigue and adverse circumstance in Hong Kong's franchised bus services.

Mira — *University of Maryland, GGWB*

JAVASCRIPT VIDEO MIRRORING UTILITY.
- Developed chrome extension that mirrors videos to improve dance choreography accessibility.

Skills

Analytics & Visualization: Sheets/Excel, Hubspot Analytics, Tableau, Python
Programming: Python, Java, C
Productivity: Google Suite, Office 365, Hubspot