

Brian Lee

Contact



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Palos Verdes Estates, CA



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Education

B.S. Business Administration
Minor in Economics
University of California Riverside
2017

London School of Economics
Study Abroad Program
2016

Certifications

- PSM I
- CompTIA Server+
- Google Analytics

Leadership & Activities

- Eagle Scout
- Gathering of Eagles networking coordinator

Volunteer Work

Volunteer Technology Teacher
Palos Verdes Peninsula Senior Center

- MS Windows tutorials, device set-up, iOS support, internet safety and troubleshooting
- Provided IT support for main office

Profile

Project Manager with experience in e-commerce and retail operations, with a proven knowledge of business development, productivity improvement, and relationship management.

Skills

- Agile & Lean Methodologies
- VBA
- HTML
- Customer Relations
- Python
- SQL

Professional Experience

Project Manager | Cotter Church Supplies Inc. | May 2018 - Present

Assessed development of a new B2B e-commerce website. Identified platform deficiencies and offered a range of recommendations to optimize client experience and decrease costs. Used key metrics to push for increased scope of development, taking advantage of new features and offering customers a better user experience.

- Communicated the product vision to executives and translated requirements to the web development team.
- Developed the Product Vision, drafted quarterly roadmaps, and translated requirements to the web development team.
- Developed a post launch marketing strategy, utilizing the improved functionality of the website.
- Spearheaded a vendor review process to determine which would be the most scalable partner.
- Using analytics, pushed for the prioritization of mobile functionality to reduce the 20.2% bounce rate for new users (37.2% mobile).

Freelance Business Consultant | January 2016- Present

Consulted with small businesses and startups on the development and growth of their business through the utilization of new technology and business strategies.

- Advised businesses on initial business scope, capital needs, and growth potential.
- Provided clients insight into potential short fallings for their business and suggested actions clients could take to prevent them.
- Recommended IT infrastructure upgrades and solutions.

I.T. Support Desk | UCR Housing | September 2014 - May 2015

Provided I.T. support for campus housing and facilities.

- Managed, configured, and tested computer hardware, networking software and operating system software.

Research Assistant | USC Institute for Creative Technologies | June 2011-August 2012

Worked for one of the leading research centers in AI, graphics, and virtual reality. Assisted on various research projects that explored and expand how people engage with computers, through virtual characters, video games and simulated scenarios.