

Christa Lee

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SKILLS

Web: WordPress and HTML

Digital Media: Social Media, Adobe Suite, Final Cut Pro, Avid, iMovie

Office Software: Microsoft Suite

Languages: Korean (Limited working proficiency)

WORK EXPERIENCE

Editorial Intern - YP.com, Los Angeles, CA

2015

- Facilitate asset gathering (reference material, transcripts, imagery, information, etc) for publishing.
- Prepare, write, and edit certain copy on main site's Featured Collections page.
Collaborated pieces: <bit.ly/1T4lqoP, bit.ly/1Rslwq2>
By me: <<http://bit.ly/1IVPYtr>, <http://bit.ly/1Jdl0HQ>, <http://bit.ly/1MinOn9>, <http://bit.ly/1LA4X6C>, <http://bit.ly/1Tf8l7P>>
- Optimize data and content management for social media and editorial departments.
- Edit and/or proofread manuscripts and other forms of copy for publication, making stylistic, structural, and grammatical corrections, as well as other substantive changes as needed.

Social Media Manager - North Coast Repertory Theatre, Solana Beach, CA

2015

- Developed and managed online marketing campaigns, effectively driving brand awareness, engagement, and traffic to social media pages and to the main website
<[@NorthCoastRep](http://NorthCoastRep), Facebook.com/NorthCoastRep, Instagram.com/NorthCoastRep>.
- Designed electronic and print work for advertisement optimization.

Assistant Art Teacher - US Arts Center, Rowland Heights, CA

2013-2015

- Conducted parent conferences to communicate the students' artistic and behavioral progress.
- Prepared students' reports by collecting and analyzing information.
- Actively worked to optimize the art teacher's lesson plan results.

Public Relations Intern - KO Comedy Productions, Los Angeles, CA

2014

- Designed and created electronic press kit for the CEO Sammy Obeid.
- Took initiative and connected with the Los Angeles veterans and retirement community for nonprofit community-based performance projects.
- Wrote and delivered pitches to business prospects for the Community Outreach Program and successfully established professional relationships.

Public Relations Intern - Valhalla Entertainment, Toluca Lake, CA

2013

- Designed and produced the digital and print advertisements and tickets for a New Year's Eve Event.
- Wrote the featured press release posted on Pasadena Restaurant Week <<http://bit.ly/1snvYom>>.
- Prepared and edited to completion a 50-page press packet for Gale Anne Hurd.
- Helped run the Daily Social Media Campaign with daily news tweets for Valhalla Entertainment's Twitter handle [@ValhallaPics](https://twitter.com/ValhallaPics).

Quality Control - Miss Me Company, Vernon, CA**2012-2013**

- Communicated via email and phone calls with manufacturers, archive, production, and design teams on a daily basis for merchandise arrival confirmation.
- Heavily utilized Excel and Photoshop to make detailed merchandise reports for risk management.
- Trained new hires in the work of denim quality assurance.
- Followed progress of merchandise problems with the production manager and manufacturers from pre-production to date of shipment.
- Compiled and coordinated merchandise to be displayed at the MAGIC Convention in Las Vegas, an event organized by MAGIC International Inc.

**Director of Marketing and Public Relations -General Store Cooperative,
La Jolla, CA****2009-2011**

- Initiated and maintained business relationships with vendors.
- Took charge of the advertising team, market research, designing logos, and maintained the website.
- Presented pitches and solutions for problems at weekly meetings.
- Played an important role in the hiring process for new employees.
- Started and maintained an entire account of specific merchandise for the store which resulted in an increased flow of customers and revenue.

EDUCATION

University of California San Diego, La Jolla, CA

Bachelor of Arts in Digital Media

Graduated June 2011 with Magna Cum Laude

VOLUNTEER WORK**Photographer, Education Through Music - Los Angeles, Los Angeles, CA****2014**

- Documented every angle of the Music Unites the World Festival event at Norwood Elementary School.
- Provided additional coverage during interviews with professional musicians.
- Photos are online in an album <<http://bit.ly/1ABAzqU>> and will be used for the organization's future printed publicity.

Assistant Director - Aphrodite Films, San Diego, CA**2013**

- Assisted with equipment and kept actors/ dancers organized.

Assistant Director Intern - San Diego Repertory Theatre, San Diego, CA**2011-2012**

- Recorded and provided director's notes to implement optimal performance plan.
- Provided research on relevant topics to ensure the work's authenticity.

Volunteer Timberframer - Handshouse Studio, Sanok, Poland**2011**

- Rebuilt the Gwozdzeic Synagogue with scholars and the Timberframer's Guild, which is now featured in the Museum of the History of Polish Jews.