



GRACE ALEXANDER LEE
Marketing Manager – Digital and Demand Generation
Cybersecurity and Technology
gracealexanderlee@gmail.com
linkedin.com/in/grace-alexander-lee/
(256)783-7877

WORK EXPERIENCE

Skyhigh Security

Integrated Marketing Manager | April 2024 – Present

- Plan, build, and execute cohesive, multi-channel marketing campaigns – collaborating cross-functionally with different teams to produce content, deploy through various mediums, and make real-time, metrics-based adjustments as needed
- Manage digital and email marketing programs, including paid ad, SEM, newsletters, event and webinar promotion, and customer product/maintenance notification program
- Direct managerial experience overseeing operations analyst – optimizing Marketo workspace, lead lifecycle, nurture, and database management

Digital Marketing Manager | June 2022 – April 2024

- Planned, built, and executed high performing email programs and nurtures, consistently surpassing industry benchmarks with thoughtful content creation and creative approaches
- Optimized email template code for brand, aesthetics, and readability, enhancing engagement and read rates with a professional and eye-catching look and feel

Armor Defense

Email Marketing Manager | January 2021 – January 2022

- Oversaw email marketing program strategy and execution; maintaining and improving open and click-through rates to well above industry average
- Continuous design and process improvements, including introduction of drip campaigns, AMP HTML design elements, A/B Testing, and more
- Designed, coded, and structured multiple lead nurture programs for various audiences

CBRE, Inc.

Property Marketing, Client Services Coordinator | December 2019 – January 2021

- Managed email marketing for Dallas Retail office — view rate increased 27% after overhaul, custom coded emails
- Designed custom tenant rep tour books, brand books, logos, and more
- Adobe Suite Specialist – InDesign, Photoshop, Illustrator, Dreamweaver

Matthews Real Estate Investment Services

Marketing Coordinator | April 2018 – January 2019

- Enhanced property marketing through custom OMs, BOVs, maps, etc.
- Coded and maintained email marketing for 50+ brokers

EDUCATION

The University of Alabama – Tuscaloosa, AL

Bachelor of Science in Commerce and Business Administration | Summa Cum Laude

- Dual Major: Economics and Marketing
- Minor: Spanish
- GPA: 4.00
- Specializations: Professional Sales and Consumer Marketing

SKILLS & COMPETENCIES

- Account Based Marketing
- HTML & CSS Coding
- Adobe Creative Suite
- Graphic Design
- WordPress Web Design
- Creative Writing & Copy Editing
- CRM – Salesforce, Marketo, Pardot, Hubspot
- Microsoft Office 360

LANGUAGES

- Spanish – Professional Proficiency
- Korean – Beginner

CAREER LEADERSHIP

- Gotara Leadership for Women in STEM+
- Armor Ambassadors Team
- CBRE Women's Network Field Delegate

COMMUNITY SERVICE

- CityBridge Community Church
- Genesis Benefit
- Friendly Chapel Soup Kitchen
- Habitat for Humanity