

Dohoон Lee

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EDUCATION

Carnegie Mellon University (CMU)

2023 – 2027

B.S. Business Administration, Concentration in Marketing Management - *Tepper School of Business*

Minor in Human Computer Interaction - *School of Computer Science*

Relevant Coursework: Advertising and Marketing Communications, Marketing, Designing Human Centered Software, Interaction Design Fundamentals, Cognitive Psychology, Probability and Statistics for Business, Methods for Statistics and Data Science, Optimization for Business, Business Computing, Intro Computer Science, Organizational Behavior, Business Leadership Endeavors

Campus Involvement:

Tartan Marketing Association, Asian Student Association, Korean Student Association, Phi Delta Theta

RELEVANT WORK EXPERIENCE

Enclave

Pittsburgh, PA

Marketing Intern

Fall 2024 - Spring 2025

- Worked with a team to create marketing strategies and designed social media posts for events promoting brand image
- Increased retention and sales in new demographics by 5% and booked events with student organizations on campus
- Helped design social media marketing reaching 10,000 users and conducted analysis and field research with clients

CGV

Los Angeles, CA

Sales Associate

Summer 2024 - Fall 2025

- Worked at a Korean movie theater, translated for Korean customers, prepared food items, and managed cleaning
- Planned and prepared for events hosting 300+ people for virtual concerts, movie premieres, and Netflix shows
- Learned how to connect to people with customer service and obtained organizational skills by tracking inventory and sales

Teaching Assistant

Pittsburgh, PA

Business Science

Fall 2024

- Conversed with students in office hours to navigate their way and cultivate a business mindset and nurture growth
- Graded and organized papers of 250 students giving constructive feedback and creating study material for the course
- Built relationships with students as a mentor figure and enjoyed helping them take first steps in an introductory course

EXTRACURRICULARS & PROFESSIONAL DEVELOPMENT

Tartan Marketing Association

Pittsburgh, PA

Marketing Consultant

Fall 2025

- Collaborated on a consulting project for a Boutique called Songbird Artistry planning website and social media revamp
- Devised a marketing plan and found innovative ways to expand outreach and advertise to the local community

American Marketing Association

Pittsburgh, PA

Campus Marketing

Fall 2023 - Fall 2024

- Formulated a marketing schedule and promotional brand material for on-campus clients like Spring Carnival and SUDS
- Researched the clients' audience, designing infographics, and deliverables to meet the demographic and boost interest
- Planned marketing initiatives through social media, news platforms, public outreach, and brand partnerships

Phi Delta Theta

Pittsburgh, PA

VP of External Affairs

Spring 2024 - Fall 2025

- Held 12+ events for 600 people including a boat formal and concerts to promote Greek life with a 15,000 dollar budget
- Communicated with others in Greek life and hosted fundraising events totaling 2,500 dollars for charity foundations

PROJECTS

CMU Spring Carnival Booth

Pittsburgh, PA

Head Design Chair

Spring 2023 - Present

- Ideated, designed, and built a 20 foot two story building and crafted layouts furnishing interior and exterior of the building
- Taught how to work with power tools and facilitated communication between different teams; structural and electrical

Public Relations Chair

Pittsburgh, PA

Social Media Growth & Partnerships

Fall 2024 - Present

- Designed content and marketed the CMU Phi Delta and Battle of the Beats Instagram and improved social presence
- Had 130,000+ monthly views and total reach increased by 78% through creating a brand plan to engage and retain viewers
- Formed brand partnerships with Red Bull and other club organizations posting promotional material and content

SKILLS & INTERESTS

Technical: Social Media, Canva, Capcut, Figma, Microsoft Office, R, HTML, Python, Processing, Data Analysis, SWOT Analysis

Languages: English (Native), Korean (Working Proficiency), Spanish (Elementary Proficiency)

Interests: Calisthenics, Volleyball, Tennis, Basketball, Korean R&B and Rap, Clarinet, Nanta (Korean Drum), Guitar, Singing, Cooking