

## Rebecca Lee

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### Education

San Jose State University

B.A. English (Prep for Teaching)

Minor English Professional/Technical Writing (2022)

### Interests/Skills

Proficient in Google Workspace, Microsoft Office, Adobe Marketo

Excellent English; Basic Mandarin, Cantonese, American Sign Language

### Projects

Marketing Association, SJSU

July 2020–August 2020

#### *COOP Careers Campaign Challenge*

- Researched and gained an understanding of COOP's business and marketing strategy to develop an effective marketing campaign
- Developed a virtually accessible webinar that took into account audience size, location, and time
- Initialized targeted advertising through campus affiliated organizations' emailing lists and social media

### Experience

Copyeditor, Meatspace Magazine, SJSU

April 2020 - Present

- Collaborated on bigger projects and ideas as part of the magazine's board
- Led the writing team and edited writing pieces for the magazine in conjunction with the board

Copywriter, Simpli Advertising

September 2020 - Present

- Wrote weekly copy for social media posts on Instagram that support company branding
- Collaborated with a multidisciplinary team on company projects

Dean's Communication Assistant, SJSU College of Engineering

August 2019 - Present

- Creating weekly social media copy for FB, Twitter, and Instagram
- Compiling and polishing a weekly newsletter through Marketo
- Contributed to the semesterly magazine.

Braven Fellow, Braven at SJSU

August 2018 – Present

- Worked closely with a company to develop a real-world solution to their problem with my team.
- Spent time strengthening resume, cover letter, interview skills, and LinkedIn Profiles.
- Developed personal goals and growth plans that can evolved with changing career goals.

Social Media Assistant, SJSU Women in Engineering Conference

February – April 2020

- Created and executed a 2-month long social media and marketing campaign to raise awareness.
- Wrote 70+ social media posts leading up to the conference resulting in ~1,000 views a week for FB, Instagram, and Twitter. Outreached to over 40 colleges and sponsors.
- Created hourly social media copy on the day of the event and interacted with the attendees.

Growing Sustainably & Cooking Matters Intern, CommUniverCity

February – April 2019

- Taught 2 afterschool classes K-5th grade about gardens and nutrition, worked hands on in the garden and cooked, made thrice weekly lesson plans with my co-teachers.

### Leadership

Chapter President, Public Relations Student Society of America SJSU

February 2019 - Present

President, SJSU Poets and Writers Coalition

September 2019 – Present

VP of External Relations and Events, SJSU Student Alumni Connection

May 2020 – Present