



# JACQUELINE LEE

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www.jaxlee.blog

EDUCATION	EXPERIENCE
<b>Boston University</b> Class of 2018  <b>Bachelor of Science</b> Business Administration & Management  <b>Double Concentration</b> Marketing & Retail	<b>Business Development Manager</b> Jaydenbaby Products / Hong Kong / May. 2020 - Present <ul style="list-style-type: none"><li>• Created new revamped company website</li><li>• Managed partnerships and deals</li><li>• Refined CRM</li><li>• Designed artwork (flyers and email)</li><li>• Handled eDMs</li><li>• Coordinated exhibition events (Baby expo)</li></ul>
<b>CERTIFICATIONS</b>	<b>Senior Marketing &amp; Social Media Executive</b> Dining Concepts / Hong Kong / Nov. 2018 - May, 2020 <ul style="list-style-type: none"><li>• Maintained PR &amp; Media relationships, including KOLs</li><li>• Organized events (Masterclasses, tastings, anniversary parties, Restaurant Week)</li><li>• Corresponded with partners and restaurant booking platforms for operation and promotional matters</li><li>• Photographed media published materials</li><li>• Managed 5 venues' social media accounts, TripAdvisor, and Google Business</li><li>• Executed marketing responsibilities for restaurant openings</li><li>• Managed Nightlife App (CRM)</li></ul>
<b>Google</b> Google Ad Search Certification  <b>SEMrush</b> Search Engine Optimization Certificate  <b>Hubspot</b> Inbound Marketing Certificate  <b>Hubspot</b> Email Marketing Certificate  <b>NSF I-Corps Program</b> The National Science Foundation's Innovation Corps	<b>Marketing &amp; Social Media Executive</b> Gaia Group / Hong Kong / Jun. - Nov. 2018 <ul style="list-style-type: none"><li>• Managed social media accounts and assisted in creating company website</li><li>• Handled comments and complaints from email and social media accounts</li><li>• Photographed company wide images</li><li>• Arranged parties and grand opening events</li><li>• Designed menus and flyers</li><li>• Invited and hosted KOLs</li></ul>
<b>SKILLS</b>	<b>Marketing &amp; Research Analyst Intern</b> GreenChoice / Waltham, MA / Jun. - Sep. 2017 <ul style="list-style-type: none"><li>• Created flyers for promotional activity</li><li>• Analyzed data and conducted extensive research on the Egg &amp; Poultry agriculture industry's certifications and claims</li></ul>
<b>Computer:</b> Adobe Photoshop, Adobe Illustrator, HTML/CSS, MS Office (Excel, Powerpoint, Word) Mac iWork (Pages, Numbers, Keynote), iMovie, APSIS, Mailchimp  <b>Language:</b> Native: English  Good Command: Mandarin and Cantonese	<b>VOLUNTEER</b>  <b>Kelly Animal Shelter</b> Hong Kong / Apr 2020  <b>Habitat for Humanity</b> Ho Chi Minh City, Vietnam / May 2017  <b>Midnight Run</b> New York City / Dec 2016