



# JACQUELINE LEE

36A, Tower 3, Phase 4, Bel-Air On The Peak, Island South, HK  
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EDUCATION	EXPERIENCE
<b>Boston University</b>  Bachelor of Science: Business Administration & Management  Double Concentration: Marketing and Retail  GPA: 3.33	<b>Social Media and Marketing Executive</b>  <i>Gaia Group/ Hong Kong / Jun. 2018 - Current</i> <ul style="list-style-type: none"><li>• Manage 22 Social media accounts</li><li>• Photograph company wide images</li><li>• Arrange parties and grand opening events</li><li>• Design menus for restaurants</li><li>• Maintain company website</li><li>• KOL hosting and inviting</li><li>• Flyer and promotional design typewriting</li><li>• Handle comments and complaints on email and social media</li></ul>
PORTFOLIOS	
 <a href="http://www.jaxlee.blog">www.jaxlee.blog</a>  @hungrygirlo  @corgi.cheddar	<b>Marketing &amp; Research Analyst Intern</b>  <i>GreenChoice / Waltham, MA / Jun. - Sept. 2017</i> <ul style="list-style-type: none"><li>• Made flyers and banners for branding purposes</li><li>• Conducted marketing research for user and customer discovery</li><li>• Designed company website</li><li>• Prepared extensive research on the Egg and Poultry agriculture industry certification and claims</li></ul>
ACHIEVEMENTS	
<b>Cross Functional Core</b> (Product Development Project)  <b>Mandarin Speech Competition:</b> Second Place	<b>Marketing Intern</b>  <i>Undiscovered Kitchen / Boston, MA / Jun. - Sept. 2017</i> <ul style="list-style-type: none"><li>• Created and produced cooking video series for product promotion</li><li>• Used social media marketing for a variety of different vendors</li><li>• Wrote for Undiscovered Kitchen's website blog using SEO strategies</li></ul>
SKILLS	
<b>Computer:</b> Adobe Photoshop, Adobe Illustrator, XLMiner, HTML/CSS, @Risk, Mac iWork (Pages, Numbers, Keynote), iMovie, MS Office (Excel, PowerPoint, Word)  <b>Language:</b> Native: English Excellent Command: Mandarin and Cantonese	<b>VOLUNTEER</b>  <b>Habitat for Humanity</b> <i>Ho Chi Minh City, Vietnam / May 2017</i>  <b>Midnight Run</b> <i>New York City / Dec. 2016</i>  <b>Orbis International</b> <i>Hong Kong / May 2016</i>