

JASON LEE

Digital Marketing/Design Specialist with
Passion for Art and Technology

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Related Work Experience

ClearDent

○ Digital Brand Specialist

Oct, 2019 - Present

Primary Responsibilities:

- Develop and maintain company's main website and landing pages
- Execute digital marketing activities using Google Suites and social media platforms
- Create digital/print design assets while making sure all inbound/outbound communications are cohesive with the organization's branding
- Ensure seamless integration between CRM, and marketing automation tools
- Develop company's brand positioning and messaging throughout market researches

○ Jr. Marketing Specialist

July, 2017 - Oct, 2019

Freelance Brand Strategist

January, 2016 - Current

Tools & Skills

Design Tools

Adobe Creative Suites
Sketch / Principle
Hotjar

Marketing Tools

Salesforce
ActiveCampaign
Zapier
MailChimp
Google Analytics/Ads

Development Tools

Wordpress + Elementor
Visual Studio Code
HTML/CSS/JavaScript
C/Python

Education & Other Qualification

Korea Digital Enterprise Association

Certificate in User Experience (UX) and User Interface (UI) (895 hours)
September, 2015 - January, 2016

Enderun Colleges

Bachelor of Science in Business Administration Major in Marketing Management
June, 2007 - October, 2015