

# Justin SJ Lee

647.544.6167  
hi@justinsjlee.com  
justinsjlee.com

Education	University of Toronto			Toronto, CA
	Candidate for Honours Bachelor of Science in Statistics & Economics			June, 2018
	With Distinction for Exceptional Academic Achievement			
	Yonsei University (Exchange)			Seoul, SK
	Coursework in Mathematics & Film Studies			June - Aug, 2014
Coursework	Practice of Statistics	Statistical Theory	Macro/Microeconomic Theory	
	Multivariate Regression	Non-Linear Regression	Experiment/Test Design	
Experience	ClickInsight Corporation (Co-op)			Toronto, CA
	Digital Analytics Operations Assistant (full-time)			May 2016 - Present
	After my 3rd year, I took a year off school to pursue a co-op position at a Digital Analytics consulting firm. I work with the Senior Consultant to help marketing teams at various Fortune 500 companies understand their data and leverage analytics to make smarter decisions. For some clients, this means designing a measurement plan and implementing a digital analytics solution to build the required infrastructure for data collection. For more digitally mature clients, I work on the analytics & reporting side by building dashboards, providing weekly performance reports and presenting insightful post-analysis on multichannel marketing campaigns. Much of the work is done with Google Analytics, Tag Manager, Excel, PPT and Tableau, but I also use ETLs to structure or automate data extracts and R for ad-hoc analysis.			
	University of Toronto			Toronto, CA
	Marketing & Recruitment Assistant (part-time)			May 2015 - Feb 2016
	During my 3rd year, I worked on the Marketing Team at the University of Toronto Career Centre as a work study student. I was responsible for advertising Career Exploration Programs to partners and students by managing digital marketing campaigns. To optimize the email marketing efforts, I targeted the campaigns based on analysis of student interest data to get partnerships from industries with the highest demand for exploration. Aside from this, I worked with senior staff to plan and co-create a video advertisement targeted towards students.			
Volunteer	TEDxUofT			Toronto, CA
	Marketing Director			Sept 2016 - Present
	I care deeply about education and volunteer my time to non-profits that share my passion. For TEDxUofT, I implemented a digital analytics solution for <a href="http://tedxuoft.com">tedxuoft.com</a> , ran data-driven digital marketing campaigns and led the marketing strategy for the 2017 TEDxUofT Conference.			
	Fluent:	R, VB, RegEx, JavaScript, HTML & CSS		
	Familiar:	SQL, Python, jQuery, Google Analytics APIs		
Skills	Software:	Google Analytics, Tag Manager, Tableau, Excel, PowerPoint, Word		
Certifications	Google Analytics Individual Qualification			Expires Apr, 2018