

# Justin SJ Lee

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<b>Bio</b>	Highly driven University of Toronto student in 3rd year with experience in digital marketing and web analytics seeking to further mature skills in business development, analysis and strategy.	
<b>Education</b>	<b>University of Toronto</b>	<b>Toronto, CA</b>
	Honours Bachelor of Science in Statistics & Economics	Sept 2013 - June 2018
	With Distinction for Exceptional Academic Achievement	
	<b>Yonsei University (Exchange)</b>	<b>Seoul, SK</b>
	Coursework in Mathematics & Film Studies	June - Aug, 2014
<b>Experience</b>	<b>ClickInsight Corporation</b>	<b>Toronto, CA</b>
	<i>Digital Analytics Co-op (full-time)</i>	May 2016 - Apr 2017
	After my 3rd year, I decided to take 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 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 enable data capture. For more digitally mature clients, I work on the analytics & reporting side by building KPI dashboards, automating weekly performance reports and presenting insightful post-analysis on major multichannel marketing campaigns.	
	<b>University of Toronto</b>	<b>Toronto, CA</b>
	<i>Marketing &amp; Recruitment Assistant (part-time)</i>	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 potential partners and students by managing the digital marketing campaigns. To optimize the marketing emails, I targeted the campaigns based on analysis of student interest data to get partnerships from industries with the highest demand. Aside from this, I collaborated with senior staff to plan and co-create a video advertisement targeted towards students.	
<b>Volunteer</b>	<b>TEDxUofT</b>	<b>Toronto, CA</b>
	<i>Marketing Director</i>	Sept 2016 - Aug 2017
	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 tedxuoft.com, ran data-driven digital marketing campaigns and led the marketing strategy for the 2017 TEDxUofT Conference.	
<b>Skills</b>	Fluent:	R, VBA, RegEx, JavaScript, HTML & CSS
	Familiar:	SQL, Python, jQuery, Google Analytics APIs
	Software:	Google Analytics, Tag Manager, AdWords, Tableau, Excel (Macros), PowerPoint
<b>Certifications</b>	Google Analytics Individual Qualification	Expires Apr, 2018
	Google AdWords Fundamentals	Expires Feb, 2018