

Justin SJ Lee

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Bio	Highly driven University of Toronto student in 3rd year majoring in Statistics and Economics with experience in web analytics, digital marketing and statistical modelling seeking to further mature skills in marketing analytics and data-driven strategy.		
Education	University of Toronto	Toronto	
	Honours Bachelor of Science in Statistics & Economics	Sept 2013 – June 2018	
Coursework	Practice of Statistics	Methods of Data Analysis	Microeconomic Theory
	Statistical Theory	Design of Experiments	Macroeconomic Theory
Experience	ClickInsight Corporation	Toronto	
	Digital Analytics Operations Assistant (Co-Op)	May 2016 – Apr 2017	
	<ul style="list-style-type: none">– Design measurement plan, set up tracking guidelines and implement web analytics software.– Audit existing client implementation for data quality assurance and QA tracking issues.– Analyze online user behaviour on client websites and make appropriate recommendations.– Build interactive KPI dashboards and automate weekly performance reports for client sites.– Perform post-analysis on client's digital marketing campaigns and present insightful findings.– Implement A/B tests for clients' E-Commerce site, analyze results and propose follow-up tests.		
	University of Toronto	Toronto	
	Marketing & Recruitment Assistant (Work Study)	May 2015 – Feb 2016	
	<ul style="list-style-type: none">– Managed digital marketing campaigns for programs hosted by the UofT Career Centre.– Optimized marketing emails by targeting campaigns based on analysis of student interest data.– Collaborated with coworkers and senior coordinators to strategically plan and create ads.		
Volunteer	TEDxUofT	Toronto	
	Marketing Director	Sept 2016 – Apr 2017	
	<ul style="list-style-type: none">– Implement web analytics software on tedxuoft.com to measure success of marketing campaigns.– Run data-driven digital marketing campaigns targeted at University of Toronto students.– Lead the marketing strategy and manage social media, direct email and offline channels.		
Knowledge	<ul style="list-style-type: none">– Web Analytics: working knowledge of segmentation, attribution modelling and cohort analysis.– A/B Testing: understanding of underlying statistics behind testing for difference of 2 proportions.– MVT Testing: understanding of design of experiments (full factorial & fractional factorial designs).– Statistical Analysis: Comfortable working with linear, non-linear, multivariate regression models.– Data Visualization & Communication: know how to explain my analysis to non-technical people.		
Skills	Fluent:	R, RegEx, JavaScript, HTML & CSS	
	Familiar:	SAS, SQL, jQuery, Google Analytics APIs	
	Software:	Google Analytics, Tag Manager, Optimize, AdWords, Excel, PowerPoint, Tableau	
Certifications	Google Analytics Individual Qualification	Expires Apr 2018	
	Google AdWords Fundamentals	Expires Feb 2018	