

# Justin SJ Lee

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Education	<b>University of Toronto</b>			<b>Toronto, CA</b>
	Candidate for Honours Bachelor of Science in Statistics & Economics With Distinction for Exceptional Academic Achievement (GPA: 3.28/4.00)			June, 2018
	<b>Yonsei University (Exchange)</b>			<b>Seoul, SK</b>
	Coursework in Mathematics & Asian Cinema			June – Aug, 2014
Coursework	Practice of Statistics	Statistical Theory	Experiment/Survey Design	
	Data Analysis Methods I	Data Analysis Methods II	Macro/Microeconomic Theory	
Experience	<b>ClickInsight Corporation (Co-op)</b>			<b>Toronto, CA</b>
	<i>Digital Analytics Operations Assistant (full-time)</i> After my 3 <sup>rd</sup> year, I took a year off school to get hands-on experience in the digital analytics industry. I worked on the consulting side for Fortune 500 companies in a dynamic environment alongside the Senior Digital Analytics Consultant. I learned how to design measurement plans, implement analytics solutions, set up A/B tests and build reports/presentations on my analysis (mainly via Google's 360 software). I also used ETLs to set up automated extracts and R to do ad-hoc analysis. Aside from acquiring technical skills, I learned how to manage clients, sell analytics projects and build long-term working relationships.			May 2016 – Present
	<b>University of Toronto (Work-Study)</b>			<b>Toronto, CA</b>
	<i>Marketing &amp; Recruitment Assistant (part-time)</i> During my 3 <sup>rd</sup> year, I worked on the marketing team at the UofT Career Centre. I was responsible for marketing the External Career Exploration Program and recruiting hosts to mentor students. I mainly used direct email marketing to generate leads and facilitated the registration process. To optimize my marketing campaigns, I analyzed audience data to find which industries students wanted to explore most. Aside from this, I worked on the marketing campaign for the Explore It Program by planning out and co-creating a video that would be served as an advertisement to undergraduate students.			May 2015 – Feb 2016
Volunteer	<b>TEDxUofT</b>			<b>Toronto, CA</b>
	<i>Marketing Director</i> I care deeply about education and volunteer my time to non-profits that share my passion. Some projects I took on for TEDxUofT include digital marketing campaign management, implementation of a digital analytics solution followed by on-going analysis and optimization.			Sept 2016 – Present
	<b>AIESEC</b>			<b>Toronto, CA</b>
	<i>Director of Global Citizen</i> I led a team of program coordinators to administer one of the products that AIESEC offered. This involved strategically marketing the product to undergraduate students, hosting information sessions and making sure that the clients of the Global Citizen Program have a seamless experience within AIESEC.			Sept 2013 – Apr 2014
Skills	Fluent:	R, JavaScript, VBA, RegEx, HTML & CSS		
	Familiar:	SQL, Python, jQuery, Google Analytics APIs		
	Software:	Google Analytics, Tag Manager, Optimize, Tableau, Excel, PowerPoint, Word		
Certifications	Google Analytics Individual Qualification			
	Cisco IT Essentials: PC Hardware & Software			