

# Justin SJ Lee

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Education	University of Toronto		Toronto, CA
	Candidate for Honours Bachelor of Science in Statistics & Economics With Distinction for Exceptional Academic Achievement (GPA: 3.28/4.00)		June, 2018
	Yonsei University (Exchange)		Seoul, SK
	Coursework in Mathematics & Film Studies		June - Aug, 2014
Coursework	Practice of Statistics	Statistical Theory	Experiment Design
	Methods of Data Analysis I	Methods of Data Analysis II	Macro/Microeconomic Theory
Experience	ClickInsight Corporation (Co-op)		Toronto, CA
	<i>Digital Analytics Operations Assistant (full-time)</i>		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
	<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 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 targeting undergraduate students		
Volunteer	TEDxUofT		Toronto, CA
	<i>Marketing Director</i>		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.		
Skills	Fluent:	R, VB, RegEx, JavaScript, HTML & CSS	
	Familiar:	SQL, Python, jQuery, Google Analytics APIs	
	Software:	Google Analytics, Tag Manager, Tableau, Excel, PowerPoint, Word	
Certifications	Google Analytics Individual Qualification		Expires Apr, 2018