

# Katrina Lee

[katrinamarielee@gmail.com](mailto:katrinamarielee@gmail.com)

0451289109

<https://github.com/katmlee>

## EDUCATION

### General Assembly, Sydney *Web Development Immersive*

JUNE 2016 - PRESENT

### Cornell University *Hotel Administration* Minor in Urban Regional Studies and Real Estate

CLASS OF 2011

### General Assembly, San Francisco *Front-end Web Development*

JUNE 2015 - AUGUST 2015

### *Product Management*

MARCH 2015 - MAY 2015

## PROGRAMMING SKILLS

HTML5

CSS3

Javascript

jQuery

Backbone.js

Ruby

Ruby on Rails

Git

SQL

## SOFTWARE

Proto.io

Microsoft Office Suite

JIRA

Trello

## LANGUAGES

Cantonese & Mandarin

CONVERSATIONAL

Spanish

INTERMEDIATE

## SUMMARY

PASSIONATE ABOUT TECHNOLOGY, TRAVEL, & PEOPLE. My interest in tech started with account management at a leading travel technology company, grew while managing product partnerships at a startup, and solidified when learning full-stack web development. I'm seeking opportunities to build great products.

## EXPERIENCE

### General Assembly, Sydney

#### *Full-stack web development*

JUNE 2016 - PRESENT SYDNEY, AU

- Developed travel sharing web application with JS, HTML, CSS, Ruby on Rails, Cloudinary, GoogleMaps API, Facebook API
- Conducted user research to design a system for storing recipes and built a solution with Google Chrome Extension, Nokogiri web scraping, Ruby on Rails
- Built an Iot system and web application for tracking water consumption with cell load, arduino, and HX711 sensor, Ruby on Rails, SASS and Highcharts.js

### Checkmate Technologies

#### *Product Partnerships Manager*

APRIL 2015 - APRIL 2016 SAN FRANCISCO, CA

- Initiated and managed new partner vertical, including prospecting, pitching, contracting, implementation and account management
- Worked with external product/eng teams on API integrations
- Analyzed partner data for marketing metrics and kpi tracking
- Devised and managed co-branded partner marketing strategies
- Evaluated original partnerships program and advised to pivot

### Booking.com (USA)

#### *Key Account Manager*

MARCH 2012 - MARCH 2015 SAN FRANCISCO, CA

- Managed performance of key San Francisco hotel accounts producing \$65+ million in annual revenues
- Grew revenues of liable accounts to 61% YOY by consulting, educating, & assisting partners to best utilize Booking.com tools to drive rate and occupancy growth in the market
- Generated \$12+ million in profits by applying deep product knowledge to optimize accounts and creating meaningful relationships with key stakeholders
- Devised and shared new tools, projects, and initiatives to increase efficiency of processes with local & global offices
- Conducted product interviews with partners and provided feedback to product innovation team

## LEADERSHIP

### Hospitality Sales & Marketing Association Intl, Northern CA Chapter

#### *Director, Digital Marketing*

SEPTEMBER 2014 - MAY 2016

- Re-branded digital channels, including implementation of a new website and social media plan
- Assisted with organizing educational programs and networking events