

Katrina Lee

katrinamarielee@gmail.com

0451289109

katmlee.github.io

<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

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 as a full-stack web developer and to learn from an enthusiastic team.

EXPERIENCE

General Assembly, Sydney

Full-stack web development

JUNE 2016 - PRESENT SYDNEY, AU

- 12-week full-time immersive course in web development. Course focused on developing web applications with HTML, CSS, Javascript, and Ruby on Rails and understanding fundamentals of programming
- 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 Developer Tools- Extension, Nokogiri web scraping, and Ruby on Rails
- Built an Iot system and web application for tracking water consumption with a cell load, arduino, and HX711 sensor for hardware, and JS, Ruby on Rails, Python, SASS, SendPulse and Highcharts.js for software

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
- 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