



KIMMY LE



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ABOUT

Hello there! I am a 1st generation college student interested in marketing and strategy. I am an open-minded, self-starter, loving to engage with a large audience with eye-catching content. I enjoy maintaining good relationships and launching a product with a strategic plan, and succeeding in it. I embrace change, allowing me to thrive in a fast environment. Driven by my ambition and compassion, I plan to make an impact.

STRENGTHS

User Interface & Experience
Human-Computer Interaction
Leadership & Management
Business Strategy
Marketing
Communication Skills
Persuading & Motivating
Time Management
Goal Setting & Multi-Tasking
Detail-Oriented

SOFTWARE

Sketch InVision
Zeplin Figma
Adobe XD HTML
Photoshop CSS
Illustrator Javascript

SOCIAL



kimmyle.myportfolio.com



instagram.com/kimmyyle



linkedin.com/in/kimmyle

• EDUCATION •

Aug 2015 – Dec 2018



B.A. Media Studies / Mass Communications

- Digital Marketing
- Media Studies
- Internet & Culture
- Psychology
- Marketing
- Visual Communications
- Virtual Communities & Social Media
- Photography Principles
- Principles of Business
- Understanding Journalism
- Sociology – Evaluation of Evidence
- Examining US Cultures by Places
- Economics
- Media Theories & Processes
- Food & Commercial Advertising
- Analytic Geometry & Calculus

• WORK EXPERIENCE •

Feb 2017 – Present



Marketing & Communications Assistant

- Editorial support for the news team and media relations, producing the school's alumni magazine, newsletter, and annual report
- Manage website, specifically media outlets & newsroom, while also editing & publishing posts, and researching & fact checking articles
- Review metrics for website, looking at engagement and click rates, creating media metric reports, and organizing contact lists

June 2018 – Aug 2018



User Experience (UX) – Digital Experience and Interaction Design Intern

- Developed 15+ wireframes & prototypes, 3 of them being new features on the app going live soon, & worked in 8 5 design/vision sprints
- Created solutions & redesigned current web & mobile interfaces to new styles, to be visually appealing and more comprehensive
- Conducted competitive research before making prototypes, user tested for each, making scripts, and also conducted focus groups

May 2017 – Aug 2017



Program Management Intern

- Created a customer & new business tool to find current & previous customers, its programs, sales, & competitors in aerospace industry
- Assisted PMs w/ program planning, development of program schedules, budget management, root cause & corrective action support
- Created an opportunity & risk management tool with Excel, & created build charts to monitor \$8B in labor, materials, & deliverables
- Strategically closed out program for an opportunity of \$80K & managed configuration in collaboration with different engineers

June 2016 – Aug 2016



Business Development & Sales Intern

- Helped create, edit, & pitch slide deck with CEO, helping to earn \$500k grants, conducted research for a new product in big pharma
- Managed social media channels, raising engagement by 22%+, increasing follower base by 100%+, and page visits by 346%+
- Initiated relationships with 200+ strategic partners through research, Google Analytics, SEO, creating press releases & surveys

• LEADERSHIP •

Sep 2017 – Present



Design Consultant

- Provide companies (SwingEducation, Uptime with Google, Skillabl) with creative materials: logos, posters, and website redesigns
- Combine UI/UX designs and marketing techniques to target & understand the overall audience & strengthen brand presence
- Out of a team of 10, my designs were frequently chosen, and my logo design ended up being the official one, and more

Jan 2016 – Dec 2017



Chief of Staff

- Coordinate & collaborate between 30+ associates & interns, tracking & monitoring the \$2M budget to ensure fiscal responsibility
- Audit, allocate funding and spaces, & provide financial services for 1,200+ student organizations & groups on campus
- Market and consult projects to increase value of capital and commercial projects, such as Cal Lodge real estate and its financing

Aug 2016 – Dec 2016



Director – Marketing, Publicity, & Design

- Help develop & guide a brand new organization on campus, raising 200+ members, with 10%+ increase in members at every meeting
- Produce graphics to target community of both students and adults, reaching 2,000+ people for every event through multimedia
- Create social media campaigns & events using key words that identify the organization, strengthening the branding and image

Jan 2016 – Dec 2016



Director – Finance & Marketing

- Direct campaign marketing strategies, raising engagement by 83% and public presence by 21% through uses of social media
- Plan semester showcase of 60+ children and 12 directors, write grants & obtain sponsors, raising \$6,000+ for the organization
- Assist & manage 20+ directors & interns, balance budget & handle current funds of \$2,500+, file reimbursements, payments & deposits

• INTERESTS •



photography



music



foodie things



swimming/polo



graphic design



tennis



scenic hikes