# Daniel Inhee Lee

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## EDUCATION

**University of California, Los Angeles**                                                    **Graduation Date: June 2021**
*Bachelor of Science, Cognitive Science w/Specialization in Computer Science | GPA 3.86*                    *Los Angeles, CA*

## EXPERIENCE

**Dirtybird Records**                                                    **February 2020 – June 2020**
*Marketing & Label Intern*                                                    *Thousand Oaks, CA*
- Developed software and marketing campaigns for an electronic house music label leading to increased efficiency in label business operations as well as fan outreach.
- Wrote lightweight software with Python and Dropbox API that synced song submissions from company website to Dirtybird's Dropbox account, streamlining the process of demo screenings and audio data management resulting in a more accessible decision-making process for the A&R team.
- Analyzed various social media/digital streaming data metrics with Python to develop reports for targeted marketing campaigns for upcoming label releases, setting a data-driven approach for future PR campaigns.

**Super Tutor TV**                                                    **May 2018 – September 2018**
*Full-Stack Web Development Intern*                                                    *Los Angeles, CA*
- Curated curriculum and developed web content for an ed-tech startup that provided an online resource for high school students to achieve higher standardized test scores and plan their college careers via online tutoring.
- Implemented front-end interface of an online tutoring web application with HTML/CSS/JavaScript and also maintained company website's blog posts, pages, and site data via WordPress and MySQL.
- Imported curriculum assets and large amounts of standardized testing practice questions into backend database, creating an efficient system for company's web application to access practice questions dynamically.

## PROJECTS

**YourMusicTasteIsTrash**                                                    **September 2020**
- A music discovery web application built with React and Spotify Web API to produce new playlists, with lesser known and obscure artists, based on a user's pre-existing playlist.

**Campush**                                                    **July 2020**
- A one-stop shop website built on the MERN stack that connects UCLA students to campus opportunities, such as clubs and organizations, based on their interest, goals, and needs.
- Website was built during a 6-week startup competition with a team of 4 students in which I was the product manager and full-stack developer.

**TikTokScraper**                                                    **March 2020**
- A python web scraper built with Selenium and BeautifulSoup4 that scrapes TikTok hashtags for content creator info to aid music labels and brands in planning their influencer marketing campaigns.
- Application was used to consult marketing campaign for HL Wave's single "Gordon Ramsay" which resulted in over 21 million Spotify streams, $95,000 in streaming royalties, and placing #1 on Spotify's Global Viral Charts.

## SKILLS

**Languages**
       HTML, CSS, JavaScript, Python, C++
**Frameworks/Technologies**
       Git, React, Node.js, Express, MongoDB, Heroku, Bootstrap, REST API, AJAX, DOM, Linux
**Office Skills**
       Slack, GitHub, Trello, Microsoft Office, Agile, Scrum