

# Daniel Hyunwoo Lee

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## EDUCATION

### University of California, Berkeley

*Intended B.S. in Business Administration and Minor in Education - GPA: 3.8*

**Berkeley, CA**

*Expected 2023*

### Udacity

*Digital Marketing Nanodegree*

**Online**

*Nov. 2019 - Jan. 2020*

## WORK EXPERIENCE

### Upwork

*Freelancer*

**Remote Work**

*Apr. 2020 – Current*

- Providing marketing consulting services to clients – recently acquired 4 clients and currently working for them.
- Conducting SEO audits, running advertisements, improving UI/UX, and devising localization strategies.

### Forkaia

*Business Development Intern*

**Remote Work**

*Apr. 2020 – Current*

- Received training on startup consulting and business development by the Forkaia Startup Academy.
- Working for the expansion of clients – main tasks include market research and lead generation.

### Perceptive IT

*Marketing Intern*

**London, United Kingdom & Remote Work**

*Dec. 2019 – Current*

- Organizing the firm's data and creating analysis reports on MS Excel and deliverables through G Suite.
- Responsible for advertising, emailing, and cold calling: led to the acquisition of 71 new clients for the firm.

### The Economist

*Sales Intern*

**Berkeley, CA**

*Feb. 2020 – May 2020*

- Advertised the Economist and promoted their subscription plans – sold subscriptions worth over \$1,200 total.
- Main tasks included tabling, cold calling, and giving presentations to student clubs and organizations.

### Writers' Garage

*Digital Marketing Intern*

**Dublin, Ireland & Remote Work**

*Nov. 2019 – Mar. 2020*

- Increased social media engagement by 30% by developing targeted content for cross-channel marketing.
- Built the firm's website (<https://writersgarage.net/>), revised content, and analyzed marketing efforts.

## LEADERSHIP EXPERIENCE

### Mango Education

*South Korea Education Representative*

**Seoul, South Korea**

*May 2020 – Current*

- Helping promote the MANGO education model to the South Korea Department of Education. Tasks include attending board meetings, visiting schools to give presentations, and conducting educational research.

### Evros Global

*Research and Outreach Coordinator*

**Online**

*Apr. 2020 - Current*

- Assisting the business development manager and finding contract information in order to help the refugees we trained to get employed – led to 15 finding jobs and 4 founding their own digital marketing agency.

### BearStartups

*Podcast Co-Host & Manager*

**Berkeley, CA**

*Jan. 2020 - Current*

- Co-hosting, editing, and doing outreach work for a podcast where we interview highly successful Cal entrepreneurs (<https://podcasts.apple.com/ca/podcast/bearstartups/id1488408202>). 1,000+ listeners and 10,000+ downloads.

### Ascend Berkeley Chapter

*Marketing Committee Chair*

**Berkeley, CA**

*Jan. 2020 - Current*

- Executing internal training on marketing related topics and leading committee members to carry out events for the club. Events include photoshoot, running campaigns for Berkeley restaurants, and consulting for startups.

### Business Simplified

*Founder & Writer*

**Online**

*Sep. 2019 - Current*

- Built and currently managing a business information website (<http://business-simplified.com/>), leading a group of writers from all around the world and distributing our content to users. Accumulated 700+ users.

## SKILLS & LANGUAGES

MS Office, G Suite, WordPress, Google Analytics, Google Ads, Facebook Ads, R, HTML, CSS, SQL, Photoshop, InDesign, FL Studio, Journalism, Public Speaking, Korean (native), English (bilingual), Chinese (intermediate)

## WEBSITES DEVELOPED

**Writers' Garage:** <https://writersgarage.net/>

*(Created on Mar. 2020)*

**The Digital Pedagogy Forum:** <https://www.thedpforum.com/>

*(Created on Mar. 2020)*

**Vibe:** <https://leeh387.wixsite.com/vibe>

*(Created on Dec. 2019)*

**Business Simplified:** <https://business-simplified.com/>

*(Created on Sep. 2019)*