

RACHEL LEE

4311 158th Place SE Bellevue, WA 98006
425.761.6255 • hello@rachellee.io • www.rachellee.io

EDUCATION

University of Washington, Seattle, WA

B.S. Psychology (Honors, 3.57/4.00) and B.A. Sociology (Honors, 3.76/4.00), June 2014

- Honors Thesis: *"An Investigation of the Impact of Focused-Breathing Meditation on Impulsivity in Emerging Adults"*
- Dean's List (2009-2014), Alpha Kappa Delta (Honors Society), Phi Eta Sigma (Honors Society)
- Coursework: Microeconomics, Statistics 317-318, Cognitive Psychology, Linguistics

UW Rome Center, Rome, Italy

- Ancient and Contemporary Religious Studies (4.00/4.00), March 2011 to June 2011

EXPERIENCE

Web Development and Marketing Strategy Consultant, San Francisco, CA; Seattle, WA

Founder, Lead Consultant, June 2014 to Present

- Analyzed market competitors and target online customers and created marketing and promotional strategies, including website design, naming, and print media, to increase market penetration by 15%
- Created optimized website structure and sophisticated design for pilot programs launched by three clients, resulting in increased web traffic by 10% per client
- Analyzed financial and operational data to identify marketing trends and causal connections to develop and execute clients' business strategies

Perfect Day Seattle, Seattle, WA

Investment Property Operations Manager, August 2011 to Present

- Developed real property investment strategies and cost reduction methods to eliminate barriers to market entry, increasing profitability by 30% per year and achieving a 50% annual rate of return
- Managed entire residential property portfolio in downtown Seattle, including developing financial forecasts and budgets, minimizing legal and operational risks, improving public and customers relations, and selecting target properties for investment portfolio
- Designed and implemented cash-flow tracking tool to ensure efficient management of financial resources and optimization of inventory management processes

Honors Program at the University of Washington Psychology Department, Seattle, WA

Honors Researcher, December 2012 to June 2014

- Led and trained 10 technicians in conducting experimental laboratory research on 103-person test group and presented analysis to senior faculty and collegiate community at research conference
- Designed original testing method and process for mindfulness, impulsivity, and reward measures to test hypotheses and evaluated best method of multivariate analysis
- Analyzed statistical algorithms to synthesize research data points and improve experimental design by eliminating testing errors

Evidence Based Treatment Center and Infant Brain Imaging Study Lab, Seattle, WA

Managing Intern, June 2012 to March 2013

- Spearheaded efforts to digitize historical business data management system to reduce business expenses by 5% and improve interoperability and client management systems across laboratories
- Assisted clinicians with implementing exposure treatments for patients with psychological disorders (i.e. Social Anxiety)
- Collaborated with technicians to launch new user feedback service to ensure customer satisfaction and support

SKILLS & INTERESTS

- Web design (HTML5, CSS, Jekyll, Media Queries, PHP, Git), Adobe Photoshop, Adobe Illustrator, Market/Customer Analysis, Marketing Strategy Development, Microsoft Office
- Languages: fluent in Mandarin, intermediate proficiency in Spanish
- Brewing Kombucha, writing calligraphy, hiking, backpacking, taking photographs, gardening