

RACHEL LEE

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Address: 44 2nd Ave #1, Daly City, CA 94014

EDUCATION

General Assembly – UX Design, San Francisco, CA
Certificate in UX Design, June 2014

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)

UW Rome Center, Rome, Italy
• Ancient and Contemporary Religious Studies (3.93/4.00), March 2011 to June 2011

EXPERIENCE

HomeSuite, Palo Alto, CA
Sales Account Executive, April 2015 to Present

- Lead sales for the Bay Area, consistently achieving highest daily sales numbers with a sales conversion rate of up to 85%
- Deliver exceptional diligent and responsive post-sales client support to solidify relationships
- Assess platform improvements and market conditions and adapt sales approach accordingly
- Work with company executives to find and eliminate inefficiencies
- Build and strengthen relationships with landlords and create incentives for landlords to work with HomeSuite

Web Development and Marketing Strategy Consultant, San Francisco, CA; Seattle, WA
Founder, Lead Consultant, June 2014 to April 2015

- 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 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 March 2015

- 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 downtown Seattle residential property portfolio and developed financial forecasts and budgets, minimized legal and operational risks, improved public and customers relations, and selected 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 and improved experimental design by eliminating testing errors

SKILLS & INTERESTS

- UX Design, Visual Design, Front-end Development (HTML5, CSS, Jekyll, Responsive Design, Git, Google Analytics), Balsamiq, Adobe Photoshop, Adobe Illustrator, Market and Customer Analysis, Content Strategy, Marketing Strategy, Microsoft Office
- Languages: fluent in Mandarin, intermediate proficiency in Spanish
- Calligraphy, hiking, backpacking, photography, gardening