

# IRIS LEE

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## WORK EXPERIENCE

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### IVY The Social University

*Communications Coordinator*

**New York, NY**

December 2018 – Present

- Organize outbound communications and manage social media marketing for hundreds of events across 7 cities to over 10,000 members and over 200,000 member audience base.
- Write and edit copy including marketing materials, member communications, emails campaigns, site content, app content, push notifications, and media pieces.
- Rebrand company voice and set guidelines in place to elevate the brand and ensure consistent branding.
- Manage, strategize, and execute for the company's social platforms based on Sprout Social and native analytics to optimize for growth and conversion.
- Produce, design, and edit marketing materials including event flyers, banners, videos, and social media content.
- Schedule and publish media content through WordPress and SMMS platforms.
- Collaborate with culture, travel, production, and business development teams to execute social media deliverables for business partners.

### HyperFundIt

*Co-founder // Digital Marketing and Communications*

**Los Angeles, CA**

August 2016 – July 2018

- Managed the communications and marketing strategy for the company and 5 crowdfunding campaigns.
- Analyzed monthly data reports to optimize the B2B content strategy and social media strategy for growth and retention.
- Averaged in thousands of new views, 3,000+ engagements weekly, and gained 2,000+ followers in three months.
- Wrote and edited all copy for marketing materials, website copy, blog articles, legal documents, business plans, pitch decks, member communications, and social media copy.
- Designed and produced the website design, video content, marketing materials, blog content, and social media content.
- Managed a team of 3 contract writers; edited and published their content through CMS and SMMS.
- Consulted with clients to develop a campaign strategy for their projects.

### Go To My Apartment

*Contract Digital Marketing Specialist*

**Los Angeles, CA**

November 2017 – February 2018

- Managed and strategized for up to 10 client accounts at a time, publishing content in line with determined strategies.
- Successfully increased engagement on clients' accounts during a low engagement season.
- Performed keyword discovery and wrote blog posts with SEO strategies for clients.
- Wrote copy for clients' Facebook, Instagram, and Twitter accounts that aligns with their brand voices.
- Analyzed monthly data reports on Facebook Business, Sprout, and Google Analytics to optimize content strategies.

### Artistix Fashion (Formerly The Evil Genius Group)

*Social Media & PR Intern*

**New York, NY**

September 2016 – December 2016

- Managed content calendars and wrote short form copy and blog posts for clients.
- Designed and edited visual content for clients' social media accounts.
- Managed and executed social media marketing projects from start to finish.
- Assisted in marketing and public relations procedures and the coordination of the ARTISTIX SS2016 Fashion Show.

## VOLUNTEER & LEADERSHIP

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### Artistix Fashion

*Volunteer Assistant*

**New York, NY**

September 2018

- Assisted Director of PR in organizing the event set up for the New York Fashion Show SS2019.
- Interviewed models and social media influencers for Instagram Live during the event.

## SKILLS

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- Basic proficiency in Adobe CC (Photoshop, Illustrator, Lightroom, and Premiere), HTML, CSS
- Social Media & Blogging: Facebook, Instagram, Twitter, YouTube, Steemit, Hootsuite, Sprout Social, WordPress
- Marketing Tools: Google Analytics, Search Engine Optimization (SEO), MailChimp, Google Keyword Planner
- Project Management Tools: Trello, Podio, Slack, GSuite, Asana

## EDUCATION

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### CUNY Bernard Baruch College

Bachelor of Arts; Major: Corporate Communications // Minor: Philosophy

**New York, NY**

December 2016