

SAMANTHA LEE

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EDUCATION

University of California, Berkeley

May 2021

B.S. Cognitive Science

B.S. Business Administration

CET Concentration in Technology Entrepreneurship (Intended), Saturdja Dai Center for Entrepreneurship and Technology

Berkeley Certificate in Design Innovation (Intended)

Relevant Coursework: Microeconomics, Macroeconomics, Structure and Interpretations of Computer Programs, Web Design, Technology Entrepreneurship, Discrete Mathematics, Introduction to Business, Introduction to Statistics, Calculus

PROFESSIONAL EXPERIENCE

Communications and Resource Office | Berkeley, CA

Sept 2017 – Jan 2019

Communications and Design Intern

- Advertised 20+ library and campus-wide events by creating designs and graphics that reflected and further promoted the UC Berkeley brand
- Efficiently communicated with a team of 3 designers to improve client satisfaction across 25+ projects (advertisements, promotional content, and brochures)
- Heavily incorporated programs such as Adobe programs such as Photoshop, Illustrator, and InDesign in order to design 15+ original designs and creative content for campus events and university brand

RushOrder | Los Angeles, CA

May 2018 – August 2018

Product Marketing Intern

- Implemented digital and product marketing strategies that generated 225% increase in user engagement online and 300% increase in app downloads
- Conducted market analysis using marketing metrics (such as clicks per post, orders placed per post, and site visits per post) to analyze effectiveness of different online marketing strategies throughout varying areas in Los Angeles
- Collaborated effectively with the RushOrder team to solidify company branding and increase the flexibility and variety of promotional content for all social media platforms through use of Adobe programs
- Advised UI redesigns for structural improvement within the app, thereby improving users' experience with the app and company's branding image

Loop | San Francisco, CA

July 2017 – December 2017

Social Media Marketing Analyst

- Managed a team of 10 students from various schools to develop social media marketing strategies which increased user usage and downloads by 150%
- Led the implementation of social media campaigns by conducting market analytics to strategically attract the targeted key demographic of students
- Created content in order to advertise the product to a young audience, resulting in the highest gain 18,000 users in the month of October

EXTRACURRICULAR Activities

180 Degrees Consulting | Berkeley, CA

September 2018 – Present

Senior Strategy Consultant

- Worked with SAP CSR to improve their digital literacy program through case studies and internal and external business analytics
- Led an in-depth survey research data collection procedure in order to collect data of about 10 competitors and then derive business strategies using Excel to mine through the data and provide insights on how to effectively optimize resources in order to gain the greatest global impact
- Strategized potential partners such as Udacity, Pearson, and Code.org in order to expand impact to 10% of individuals both regionally and globally
- Designed advertisements (i.e. fliers and brochures) and executed marketing and retention strategies for Spring 2019 recruitment

ABA, Berkeley's Largest Haas-Sponsored Business Organization | Berkeley, CA

February 2018 – May 2018

Business Development Analyst

- Increased traffic on The Edge's website by 175% through social-media marketing and recommendations on both web design and content creation
- Developed company's brand image by aligning brand messages across graphic designs, social media presence, marketing content, and website redesign
- Hosted 5 internal and external events related to consulting, marketing, and business (i.e. Deloitte case competitions & marketing challenges)

PERSONAL PROJECTS

Orgs | Berkeley, CA

October 2018 – Present

- Developing a mobile application that serves as a central database for campus and student run organizations in order to provide consolidation of information
- Wireframing and A/B testing different user interfaces to most optimally fit student engagement and to refine content flow using Figma

SKILLS AND INTERESTS

Technical: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Python, Scheme, SQL, HTML 5, CSS 3, Javascript, Swift, Xcode, Figma, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Sheets, English (fluent), Korean (working proficiency)

Activities: Current Art and Design Assistant for Habitat Children's Museum in Berkeley, Event Coordinator for volunteer organization The Berkeley Project, 1st place for Berkeley Asian Business Association's internal marketing challenge for Lululemon, Division News Editor, Design Lead for Science Olympiad

Interests: Clothes with interesting textiles, Mustard, Sriracha, Photographs of sunsets and people, Travel, Trumpet, Fonts, Handwritings, and Interesting Quotes