

Patrick S. Lee, PMP

Senior Creative Strategist/Producer at Imagination At Play

Summary

Patrick S. Lee is the Senior Creative Strategist/Producer at Imagination At Play (IAP). Patrick has a strong project management background along with PMP-certification. He has produced creative projects for AutoZone, Google, Intel, Speedo USA, and Facebook. His focus is on aligning great creative with a client's business objectives.

Work that Patrick has been involved in has been featured in USA Today, Mashable, MTV, The Hollywood Reporter, and more. Patrick graduated from Tufts University summa cum laude. He is also fluent in Japanese and Korean.

Visit www.patrickslee.com for my portfolio. Contact me at hello@patrickslee.com

Specialties include:

- Account planning
 - Producing & Project Management
 - Client Engagement
 - Market Research & Strategy
 - Social Media
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Experience

Senior Creative Strategist/Producer at Imagination At Play

May 2014 - Present (2 years 3 months)

Managing various roles at a creative studio specializing in design and production services.

As a Producer, I manage various projects from start to finish, accelerating progress, maximizing efficiency and managing risk along the way.

On the Strategy side, I focus on identifying business objectives for clients to solve through creative work.

Associate Project Manager at Hello Design

June 2013 - May 2014 (1 year)

Manage multiple roles at a creative digital agency:

Project management

- collaborating alongside teams of designers/developers/executives to start and finish various project types (i.e. brand campaigns, product launches, web videos, social media content).
- producing award-winning interactive experiences.

Analytics & Insights Reporting

- tracked and analyzed trends in monthly/quarterly social media reports for clients.
- wrote a social media best practices guidelines for client which included voice, content strategy, and crisis management.

Freelance Producer at WILL & TALE

January 2013 - May 2013 (5 months)

Implemented a project management process for creative projects (i.e. videos, websites, print). I also strategized and executed a viral marketing campaign for an unofficial Man of Steel title sequence that got featured in the press (i.e. Mashable, Hollywood Reporter, MTV).

Freelance Commercial Director & Producer at Pluie

August 2012 - December 2012 (5 months)

Worked with a product company in Seoul called Pluie (<http://pluie.co.kr/>) that created a luxury leather cleaning agent. During my time in Gangnam, I developed and directed a commercial targeting their core demographic of female professionals who purchase luxury leather handbags. To reach the target audience, the commercials aired in areas of high foot traffic in cafes and subway stations all across Seoul.

Assistant Language Teacher at Japan Exchange and Teaching Program(me) (JET)

August 2010 - July 2012 (2 years)

On behalf of the Japanese Government, I taught English across several public schools (elementary and junior high) to Japanese students. I worked alongside the teachers in the English Program to devise a curriculum that emphasized student involvement, utilizing technology in the classroom, as well as fostering a fun environment where students can speak english comfortably.

Certifications

Project Management Professional (PMP)

Project Management Institute License 1941302 July 2016 to July 2019

SQL for Beginner Data Analysis

Udemy

Education

Tufts University

B.A., International Relations & Japanese Double-Major

Grade: Summa Cum Laude

Activities and Societies: Sigma Iota Rho Honors Society

/ **Kanazawa University**

Study Abroad, Japanese

Languages

Japanese

(Full professional proficiency)

Korean

(Limited working proficiency)

Skills & Expertise

Market Research

Project Management

Social Media Marketing

Video Production

Creative Direction

Marketing

SQL

Copywriting

Account Planning

Videography

Japanese

WordPress

Photoshop

Viral Marketing

Photography

Intercultural Communication

Japanese culture

Korean

Writing

Business Networking

Online Advertising

Microsoft Office

Facebook

Editing

Strategy

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9 people have recommended Patrick S.

"I've known Patrick for many many years. He's great to work with and he's easy to talk to. He loves to communicate with the team to make sure everyone's on the same page. He's very meticulous in how things are done and stresses efficiency. He's not afraid to vocalize issues and bring it to the table to discuss. He has a skill to break things down and clearly verbalize how he's feeling, how the team is feeling, what needs to be done, and how to address the problem. His background in teaching (in Japan: after learning an entire language on his own) also gave him leadership skills to help guide people through any challenges. He's super organized and prefers to keep everything neat and clean. He's funny, and makes sure everyone else has fun along the way. He loves to help people (does a lot of charity work) and has a great heart. If there's one thing that I admire the most about Patrick is that he NEVER gives up no matter what the circumstances are. Just keeps pushing forward. It's kind of amazing. Wouldn't give it a second thought it work with Patrick again. "

— **Steve Lee**, *Designer, Imagination At Play*, worked directly with Patrick S. at Imagination At Play

"Patrick is an extremely bright and hard-working professional who I had the pleasure of working with on on multiple projects. He is extremely detail-oriented, highly motivated and brings a positive, get it done attitude to ensure success on his productions. Several important details that would be easy to miss were caught and addressed by Patrick, and that level of thoroughness and commitment is one of his great strengths. I consider myself fortunate to have had Patrick manage the projects we collaborated on. He would undoubtedly make a very strong and invaluable addition to any organization and team."

— **George Lee**, *Executive Producer, Hello Design*, managed Patrick S. at Hello Design

"Strategy? Project management? Social media chops? Concepts? Creativity? Yes, yes, yes, yes, and yes. Fantastic travel stories? Yep. Want to learn about where to eat in Tokyo? Or how the Lakers are looking this year? Ask Patrick. He knows a lot about a lot. I worked with him on a challenging 360 campaign for Speedo and numerous projects for Facebook that needed the right combination of business strategy and creativity —Patrick always helped the team find the right balance. Go ahead. Hire him. He'll make your days more efficient, creative, and fun. "

— **Frank Wortham**, *Copywriter, Hello Design*, worked directly with Patrick S. at Hello Design

"Patrick had a producer role on a number of projects at WILL & TALE. He is dedicated, hard-working and has good communication skills. He also has a good sense of current trends, viral marketing and social media. I look forward to working with him on future projects."

— **San Charoenchai**, worked directly with Patrick S. at WILL & TALE

"No matter who you are, you will love working with Patrick :)"

— **Hyeweon Mok**, worked directly with Patrick S. at WILL & TALE

"Worked with Patrick on launching www.willandtale.com. He was immensely helpful and well organized. Made sure that the whole website was aesthetically "P. Lee'sing" (pleasing) . His catchphrase, not mine. I yield my highest recommendation for Patrick Lee, for any opportunity he selects as worthy of his efforts."

— **Vincent Fitzgerald**, managed Patrick S. indirectly at WILL & TALE

"Patrick Lee was a director of our product commercial video. He has full passion and energy on his project and great leadership to encourage all team members. From A to Z, he was in charge of all the details and finally made the best commercial video under the limited situation."

— **JongHyun KIM**, was with another company when working with Patrick S. at Pluie

"Patrick blew us away with his submission to the Toyama Film Festival. His quality of work completely embarrassed all other entries and raised the bar for future entrants."

— **Jonathan Dao**, was a consultant or contractor to Patrick S. at Japan Exchange and Teaching Program(me) (JET)

"Patrick is very creative and professional with his video production. He came up with a lot of great ideas to implement for the new videos we were working on together. I highly recommend him for any video project."

— **Hyunwoo Sun**, was with another company when working with Patrick S. at Japan Exchange and Teaching Program(me) (JET)

[Contact Patrick S. on LinkedIn](#)