



Alan Lee

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Experience

ASSOCIATE DIGITAL PROJECT MANAGER, IW GROUP INC., SAN FRANCISCO, CA

APR 2013 - PRESENT

- Spearheaded SEO/SEM initiative for the agency and clients.
- Created estimates, budgets, and timelines for digital, print, OOH, and broadcast projects.
- Specialized in development of web and mobile apps, standard and rich media ads, websites/micro-sites, interactive video ads, social media campaigns, and more.
- Managed a team of art directors, copy writers, production vendors, and producers.
- Successfully lead business-to-business and business-to-consumer campaigns.

FREELANCE CREATIVE AND BRAND DIRECTION

2012 - 2014

Developed marketing plans for several small businesses and in addition to the following: brand development, website direction, SEO/SEM strategy, social media campaigns, and outreach.

ONLINE MARKETING COORDINATOR, BREVSPREAD MAGAZINE, SAN FRANCISCO, CA

APR 2013 - JUN 2014

Lead SEO/SEM to help build website traffic, and social media campaigns to help build recognition and acquisition to targeted communities.

MARKETING INTERN, ATTACK! MARKETING, SAN FRANCISCO, CA

DEC 2012 - APR 2013

Coordinated day-to-day tasks to help gain awareness and find business opportunities, which include content generation, social media outreach, creating case studies, market research, and more.

Education

Golden Gate University - San Francisco, CA – B.A. Management (Marketing), 2015

Skills

Google DoubleClick QA Certified
Adobe CS6/CC

Google Analytics/WebTrends
HTML/CSS