

# Joan Lee

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## EDUCATION

Bachelor of Arts (B.A.)

Major: **Communication Arts (Radio, TV, Film) & Information Science** (Double Major)

Minor: **Digital Studies**

**University of Wisconsin-Madison** (Sep 2022 - Dec 2025)

## EXPERIENCE

### Web Design Intern

April 2024 – May 2024

Gahoe Art (Pre Launch)

Remote

- Designed and developed a website for Gahoe Art, focusing on responsive design, SEO, and user experience.

### Social Media Marketing Intern

December 2024 – March 2025

Salad with a side of fries Podcast

Remote

- Develop and execute targeted marketing strategies to enhance podcast visibility and audience engagement.
- Strategically analyze audience behavior and trends to optimize content performance and align with the podcast's mission of delivering impactful health and wellness insights.
- Craft dynamic and visually compelling content, including custom graphics, short-form videos, and attention-grabbing posts, to amplify podcast visibility and drive audience engagement across diverse social media platforms.

### MICE Research Intern

June 2025 – July 2025

Seoul Tourism Organization

Seoul, South Korea

- Conducted research on upcoming international conferences (2025–2028) across medicine, IT/science, economy, and culture to support Seoul's global MICE strategy.
- Collected and organized quantitative data (event type, accommodation spending, visitor patterns) for use in the Event Impact Calculator (EIC) customized for Seoul.

- Collaborated with the MICE 1 Team to prepare internal presentations, enhancing data visualization and explanatory materials for stakeholders.

### **Social media manager**

January 2024 – May 2025

University of Wisconsin Madison Soccer Club  
Madison, WI

- Managed social media for UW-Madison Soccer Club, creating and editing photos and videos to enhance online presence. Developed and executed social media strategies, increasing engagement and visibility while handling community interactions and performance analytics.
- Produced the club's first promotional video, which reached over 200K views, significantly boosting visibility and engagement.

### **Head social media marketing manager**

August 2025 – Present

University of Wisconsin Madison Soccer Club  
Madison, WI

- Lead and oversee all social media operations, ensuring consistent brand voice and strategy across platforms.
- Direct a team of contributors, delegating tasks and providing guidance on content creation and campaign execution.
- Develop and implement social media strategies to strengthen visibility and engagement with the UW–Madison community.
- Supervise the production and editing of promotional photos and videos to deliver high-quality digital content.

### **SKILLS**

- **Digital Marketing:** Social Media Strategy, Audience Analytics
- **Design & Editing:** Photoshop, Illustrator, Premiere Pro, After Effects
- **Technical:** HTML, CSS, Python
- **Languages:** Korean (Fluent), English (Fluent), Mandarin (Elementary)