

JENNIFER LEE

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EDUCATION

Baruch College, City University of New York

Bachelor of Business Administration in Marketing | Minor in Psychology

Cumulative GPA: 3.6/4.0

New York, NY

Expected May 2025

- Relevant Courses: Consumer Behavior, Decision Making, Digital Advertising, Operations and Management

EXPERIENCES

Consult Your Community at Baruch College

New York, NY

Executive Vice President / Partner

Sept 2022 – Present

- Implement SEO guidelines through WIX to optimize website content and drive traffic by 20% to increase outreach
- Develop a 10-week plan to address critical business challenges regarding revenue optimization, brand strategies and internal operating efficiencies, ensuring recommendations align with organization objectives, mission and value
- Advised a small e-commerce business on brand development strategy resulting in increased media exposure
 - Launched a social media campaign for targeted audience aligned with client's ethical business values of sustainability to grow a loyal customer base - increasing client's internet consumer foot traffic by 60%

Instagram & TikTok

New York, NY

Freelance Social Media Marketer

Dec 2022 – Present

- Increased Instagram followers by 25% within 3 months by optimizing hashtag strategies, and posting schedules
- Launched targeted content strategies that generated over 35,000 likes on TikTok, enhancing audience engagement
- Collaborated with businesses to create video content, boosting visibility through cross-promotional strategies

J.P. Morgan

Newark, DE

Commercial Bank Operation Summer Analyst

Jun 2024 – Aug 2024

- Executed closure of syndicated loan trades across product groups (primary, internal, specialized) to secure financing
- Reconciled wholesale lending services accounts to match incoming account receivables from commercial clients

Clarion Partners

New York, NY

Digital Marketing & Communication Intern

Aug 2023 – Dec 2023

- Utilized PowerBI photo database to manage a diverse portfolio of over 1,500 property assets valued over \$76 billion
- Strategized social media reach by analyzing industry competitors' engagement rates to increase brand awareness
- Redesigned intranet firm news and stories to SharePoint with Franklin Templeton's team to improve firm engagement

Dyali Interiors LLC

New York, NY

Project Management & Marketing Intern

Feb 2023 – Jun 2023

- Revamped brand identity via social media strategies and content creations to enhance company communications
- Curated furniture listings with appraisal values totaling \$20,000 to drive revenue growth and attain client relations

EXTRACURRICULAR ACTIVITIES

Full Funnel Growth Digital Marketing Lab

New York, NY

CRO and Strategy Fellow

Mar 2024 – Jul 2024

- Executed conversion rate experiments and building high-converting landing pages by utilizing digital marketing tools

Marketers of Baruch

New York, NY

Apprentice

Feb 2022 – Aug 2023

- Participate in weekly workshops to gain insights on company marketing strategies and to obtain graphic design skills
- Developed a cohesive market research analysis and a strategic and innovative rebranding pitch for Brandy Melville

SKILLS & INTERESTS

Software: Adobe Photoshop, Canva, Figma, GoDaddy, Google Suite, Microsoft Office, SharePoint, PhotoBI, and WIX

Languages: Cantonese (Fluent), English (Native), Mandarin (Intermediate)

Certifications: Google Analytics Quick Start, Omnichannel Marketing Virtual Experience Program, Canva Web Design

Interests: Consulting, Food Critic, Nail Design, Nonprofit, Streetwear, Studio Ghibli, Traveling, Volleyball, Webtoon