

Jessica Lee

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EDUCATION

University of Southern California, Gould School of Law

Master of Studies in Law | Certificate in Entertainment and Media Law | GPA: 3.7

Los Angeles, CA

August 2023–May 2024

University of Texas at Austin, McCombs School of Business

Postgraduate Program in User Experience and Design for Data-Driven Business Applications

Austin, TX

April 2024–September 2024

University of Southern California, School of Cinematic Arts

Bachelor of Arts, Cinema and Media Studies | GPA: 3.71

Los Angeles, CA

August 2020–May 2024

SKILLS AND CERTIFICATIONS

Editing Software: Figma, InDesign, Premiere Pro, Photoshop, Canva, Final Cut, Avid Media Composer, Adobe Creative Suite, Spark.
Audio Software: Logic Pro, Pro Tools, Audacity, Garage Band, and Ableton Live.
Languages: Korean, licensed in Teaching English as a Foreign Language (TEFL) as of January 2021.
Marketing Software: Google Analytics, Later, HootSuite, Klaviyo, MailChimp, Constant Contact, Streak, RSS/Podcast, Rewardful.
Other: Java, Python, Final Draft, NeverBounce, Basecamp, HTML, WordPress, Stripe Analytics, and Google Suite.

WORK EXPERIENCE

Harvist, Digital Marketing, UI/UX, and Quality Assurance

December 2023–Present

- Joined the company as their first digital marketer and expanded responsibilities to UI, UX, research, and quality assurance.
- Designed most of the branding, marketing, onboarding, product experience, and process documents – including project management going from 0-to-1 to figure out what is next.
- Developed comprehensive design artifacts and backed by research including wireframes, competitor research, defining target avatars, user journey maps, complex user flows, and high-fidelity mock-ups using industry standard tools like Figma and Adobe.
- Developed and maintained comprehensive design documents, including brand guidelines/moodboards, design systems, and component libraries, enhancing design consistency across projects and accelerating the design process.
- Actively collaborated with cross-functional teams, including project owners and developers, contributing to efficient sprints.
- Designed and delivered new pages for the website, for both mobile and web applications, ensuring responsive websites.
- **Email Marketing:** Maintained optimal deliverability as an email marketer by auditing key metrics in the deliverability hub, setting up a branded sending domain, building and maintaining high-quality lists and segments, designing engaging templates, optimizing the content and word copy of digital campaigns, building custom and standard automation, and optimizing sending schedule.
- **Operations Metrics & Reporting Analyst:** Prepared and audited KPIs, checking and ensuring accuracy across all operational areas through scheduled tracking and reporting to create visibility for these metrics across the organization. Produced concise, story-driven presentations to communicate analytic insights. Provided actionable insights and recommendations to stakeholders based on data analysis, helping them make informed decisions and drive business growth.
- **Social Media Management:** Developed and managed social media platforms, including creating boards, blog articles, and website content. Served as a cross-functional representative, including digital ad campaigns, drip campaigns, and affiliate marketing.
- **CRM Management:** Monitored affiliate tracking and drip campaigns, categorizing data from Streak, Lead spreadsheets, Google Analytics, and Stripe to inform marketing strategies and decision-making processes.
- **Client Services:** Provided exceptional user support, addressing challenges and inquiries to maintain a superior client experience.
- **Podcast:** Created and managed the company's educational podcast, handling guest scheduling, promotion, set-up, and scripts.

USC International Academy/American Language Institute, Marketing and Communication Coordinator

July 2022–May 2024

- Develops compelling copy for marketing materials tailored to educational audiences and scholars, including website content; manages student portal pages using WordPress, HTML, and CSS; drafts and sends weekly email campaigns; creates educational brochures, guidelines, announcements, and letters; and press releases.
- Builds and updates high-converting landing pages (student portals) that align with overall marketing and educational goals.
- Provided comprehensive campaign support, including laying out and sending emails that resonate with target audiences, managing calendars to maximize engagement, and tracking campaign performance to identify areas for improvement.

Teton Ridge Entertainment, Creative Development Intern

January 2023–May 2023

- Developed high-quality script coverage reports weekly that provide valuable insights and recommendations. Utilized Final and Microsoft Word to ensure accuracy and consistency.
- Conducted research on internal and external development projects related to Western cinema.
- Identified and leveraged opportunities to promote Western digital products that resonate with target audiences.

Palette Pictures, Producer's Assistant/Marketing/Research Intern

June 2022–September 2022

- Utilized HootSuite and Company's database to conduct an in-depth analysis of social media performance and content on the digital market of influencers, including identifying trends, opportunities, and areas for improvement.