DANIELLE MARIKO LEE

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EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY — SAN LUIS OBISPO, CA — JUNE 2021

BUSINESS ADMINISTRATION WITH INTENDED CONCENTRATION IN MARKETING

- GPA: 3.59
- Minor: Psychology
- Class Level: Senior
- Dean's Honor List – Winter and Spring 2018

MARKETING EXPERIENCE

CHOR — SAN LUIS OBISPO, CA — SEPT 2018 - PRESENT

MARKETING CONTENT CREATOR

- Worked with a team of eight students on a roommate chore organization app created by a Cal Poly business student
- Designed website and drafted weekly blog posts based on features and experiences unique to the app
- Created and published content on social media platforms in order to increase awareness in local community

MUSTANG MEDIA GROUP — SAN LUIS OBISPO, CA — JUNE 2018 - PRESENT

SOCIAL MEDIA EDITOR

- Identified social media strategies corresponding to upcoming stories and created social media-native assets
- Directed team of eight reporters to create social media-native content and facilitated process
- Scheduled, copy-edited, and optimized daily posts across three platforms and interpreted analytics

ALPHA KAPPA PSI – PI RHO — SAN LUIS OBISPO, CA — APR 2018 – OCT 2018

HEAD OF SOCIAL MEDIA AND EXPERIENTIAL MARKETING

- Implemented marketing strategies to increase awareness of fraternity across campus and local community
- Facilitated meetings to promote open communication and delegation of tasks to committee of five members
- Coordinated with four other leaders in marketing team to create cohesive campaign each quarter (i.e. Fall Rush)

ORFALEA COLLEGE OF BUSINESS, CAL POLY — SAN LUIS OBISPO, CA — JAN 2018 – MAR 2018

MARKETING PLAN PROJECT

- Collaborated with team of four business students to create cohesive marketing plan for an original product
- Conducted research of target consumer group by surveying students on campus and utilizing databases
- Pitched marketing plan to 50+ students, peer mentors, and professor

WORK EXPERIENCE

ACADEMIC SKILLS CENTER (ASC) — SAN LUIS OBISPO, CA — JUNE 2018 - PRESENT

FRONT DESK RECEPTIONIST

- Greeted and assisted visitors to the ASC, including workshop and study session facilitators
- Maintained office operations and assisted with minor technological tasks related to computers, printers, and copiers

TARGET — ENCINITAS, CA — JUNE 2017 – SEPT 2018

CASHIER (25-30 HOURS PER WEEK)

- Completed 300+ transactions efficiently at the register per shift
- Communicated and coordinated with supervisors and team of 20+ coworkers in the front lanes
- Developed customer service, multitasking, and interpersonal skills

SKILLS

- **Software:** Microsoft Office, Adobe Photoshop, Adobe Premiere Pro, Adobe InDesign, Adobe After Effects, Google Suite, Sony Vegas Pro, GIMP
- **Strengths:** Intellection, Input, Relator, Developer, Restorative (Gallup's StrengthsQuest)
- **Personal Interests**: Blogging, Writing, Video Editing, Social Media, Reading, Hiking, Travelling