David Lee

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# Objective

Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and utilize new digital marketing trends, technologies, and information. Aimed at increasing brand presence and awareness over a variety of channels and platforms for a company that is in-line with my core values of trust and responsibility.

# Education

## Florida State University

B.A. Marketing Communications, May 2016

GPA – 3.5

# Relevant Coursework

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| --- | --- |
| * Content Creation and Curation
* Mobile Development
* Social Media Marketing
* Lead Nurturing
* Lead Generation
 | * Market Research
* Social Media Ethics
* Email Marketing
* SEO – Intermediate
* SEO - Advanced
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# Skills

* Communication
* Analytics
* Inbound Marketing
* Digital Proficiency across Tools and Platforms in Digital Marketing

# Relevant Experience

## University of California Jan 2012 – Mar 2012

 Marketing Coordinator

* Designed, edited and developed key metrics (KPIs) and ROI on web, email, search and social media campaigns.
* Collaborated with cross-functional teams on web design, brand awareness, and content quality.
* Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for multiple stakeholders.

# Professional Experience

## Vanguards Limited Apr 2012 – Jun 2014

Junior Manager

* Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing plans.

# Honors & Activities

* Influencer Marketing Awards, 2009
* Global Marketing Day Awards, 2008

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