

CARLINDA LEE

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EDUCATION & ACHIEVEMENTS

Beedie School of Business at Simon Fraser University | *UDGPA: 3.83/4.33* **Sept 2017 – Dec 2022**

Bachelor of Business Administration: Marketing, Management Information Systems & Entrepreneurship

- **Courses:** 347/Consumer Behaviour (A), 343/Intro to Marketing (A) and 338/Foundations of Innovation (A+)
- P. Dermot Murphy Undergraduate Award in Business for corporate citizenship, integrity and ethics

PROFESSIONAL MARKETING EXPERIENCE

Marketing Operations Co-op, Enterprise Cybersecurity Software & IoT | *BlackBerry* **Sept 2020 – Apr 2021**

- Launched integrated global marketing campaigns ensuring messaging reaches customers, partners and prospects at the right time by cross-functionally collaborating with **9** stakeholders, from brand to legal
- Lead event marketing to **191** interns across **5** countries as Communications Director of intern committee

Campus Brand Manager, Amazon Prime Student | *Riddle & Bloom* **Aug 2020 – Oct 2020**

- Exceeded interaction target by **36%** in **2** weeks through acquiring **3** partnerships, educating **1090** event attendees and creating themed Instagram content, to showcase product features, benefits and use cases

Business Communication Teaching Assistant | *Simon Fraser University* **Jan 2020 – Apr 2020**

- Earned perfect performance score by mentoring **25** students on stakeholder information needs and business strategy via detailed coaching sessions, improving their grades from C-F to A-B in second revisions

Sales & Marketing Analyst Co-op | *FISSPAN* **Sept 2019 – Dec 2019**

- Analyzed competitors and client needs to position product in collateral for clients/prospects like J.P. Morgan
- Conveyed operational metrics for weekly cross team meetings with **10** c-suite executives and managers
- Reduced time to source leads by **30%** through analyzing email bounce rates, gaining buy-in to implement RocketReach, designing a data cleansing process and creating a training guide to onboard employees

Digital Marketing & Partnerships Manager Intern | *Preview Careers* **Oct 2018 – Oct 2019**

- Defined customer needs, market segments and product benefits by analyzing **800+** subscribers' interests using HubSpot/Mailchimp analytics, and leading market research: focus groups, interviews and surveys
- Generated **1176** comments, **125** leads and **40%** increase in followers by optimizing a Facebook/Instagram ad campaign, partnering with **2** micro-influencers, and creating copy, graphics, emails and a landing page

LEADERSHIP & EXTRACURRICULAR EXPERIENCE

Product Marketing, Ads & Insights Consultant | *SFU Marketing Accelerator Program* **Feb 2020 – Apr 2020**

- Achieved **1st** Place presenting Microsoft Teams' go-to-market strategy, differentiation from competing products, **7** user personas and personalized use cases, to Microsoft Canada's Product Marketing Lead
- Designed **9** Google search ads within **\$200** budget using SEMrush and a performance report on Google Data Studio to highlight our above industry average **4.3%** CTR, **19.3%** CVR and actionable insights

Marketing Strategy Competitor & Storyteller | *3 National & 12 Local Presentations* **Oct 2017 – Mar 2020**

- Attained **3rd** Place Academic School of the Year by solving complex business problems in **3** hours with a shared laptop, no Wi-Fi and **2** hours of sleep, after applying feedback from **26** training sessions in **5** months
- Awarded **1st** Place **5x**, **2nd** Place, Finalist and Semi-Finalist with stand-out stories and implementation plans

Director of MarCom & Mentor | *SFU Business Administration Student Society* **May 2018 – Jan 2020**

- Achieved gross sales of **\$24,500**, **125** leader applicants and **6,600+** people reached from social media
- Helped **2** first-year students secure **4** leadership roles by developing their resume, pitch and networking skills

VP Corporate & External Relations | *Startup Hacks, Startup Academy* **Oct 2017 – Jun 2018**

- Secured **\$21,000+** in sponsorship and **45** judges/mentors through gaining buy-in from key decision-makers

CERTIFICATIONS & SOFTWARE SKILLS

- **Self-learning:** Advanced Product Marketing (LinkedIn Learning), Strategic Partnerships: Ecosystems and Platforms (LinkedIn Learning), Tableau Desktop II and Google Analytics Individual Qualification
- **Tools:** Salesforce, Pardot, SEMrush, Facebook Ads Manager and Google: Ads, Data Studio and Analytics