

# Ivana Lee

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## SKILLS & EXPERTISE

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E-mail Marketing	Google Ads	Basic HTML/CSS	SEO/SEM
Project Management	Content Development	Mandarin, Cantonese	Media Buy
Google Analytics	A/B Testing	Social Media Marketing	Copywriting

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## PROFESSIONAL EXPERIENCE

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**VICE PRESIDENT, OMNI-CHANNEL MARKETING** | *Citigroup* March 2019 – Present

- Develop creative and audit MVP email customer onboarding journeys for Salesforce Migration
- Launch over 20 acquisition marketing communications to over 110M customers per quarter
- Direct project discussions and timelines to execute campaigns across multiple channels
- Manage production responsibilities between partner agencies and cross-functional teams
- Coordinate multiple deliverables within multiple processes/calendars simultaneously

**E-MAIL MARKETING MANAGER** | *NYC Ferry* August 2016 – March 2019

- Developed new and revitalized all email marketing campaigns from inception to deployment
- Generated brand engagement by 30% by optimizing and analyzing weekly KPIs
- Aligned content and graphics teams to develop geo-targeted social media ad campaigns
- Oversaw the development of digital and print marketing collateral

**BUSINESS DEVELOPMENT MANAGER** | *Elysium Industries, Limited* October 2015 – July 2016

- Raised \$3M in seed funding with partners by developing pitch presentation and portfolio
- Increased operational efficiency by centralizing cloud and physical data storage solutions
- Created and streamlined payroll system and onboarding benefits packages
- Orchestrated talent acquisition and training programs for swift company expansion

**MARKETING CONSULTANT** | *Ninth Isle* July 2015 – October 2015

- Decreased bounce rate by 72% with blog content strategy and execution
- Improved conversions by 70% by developing and managing social media content strategy
- Increased ROI by 50% with AdWords and Analytics while maintaining strict budgets

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## EDUCATION, CERTIFICATIONS, VOLUNTEER WORK

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Bachelor of Science, Business Administration | Babson College | Wellesley, MA | May 2015

Google Adwords, Shopping Advertising | August 2017

Girl Scout Troop Master (Age 11 – 18) | August 2017