

DAVID LEE

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Experience

IQ Laser Vision (Marketing Coordinator/ Administration) Rowland Heights, CA

12/2018 - PRESENT

- Developed and implemented marketing campaigns in collaboration with the marketing director/ the marketing team
- Managed the company's social media accounts including GoogleMyBusiness, Yelp, Facebook & Instagram
- Created original content including visuals and copy for the company's Facebook and Instagram
- Generated over 150,000 organic impressions through social media to increase awareness and educate users
- Partnered with new influencers including NFL linebacker Cameron Smith, NFL Linebacker Jeremy Cash and more
- Designed all marketing materials for including brochures, flyers, patient info sheets, door decals and more
- Produced email campaigns through Mailchimp
- Executed staff payroll with Wasptime and Staff Files Pro
- Facilitated the opening of new offices in Riverside, California, Milpitas, CA and Dublin, CA
- Managed the operations of the remote office in Riverside
- Facilitated the daily clinical operations of 6 clinical offices

California State Student Association (Project Manager) Fullerton, CA

01/2021 - 06/2021

- Managed a team to execute a research and awareness campaign for the client
- Developed and executed a campaign plan to identify common trends of the SIF fee across all 23 CSU campuses
- Analyzed data to formulate a report on methods to increase revenue and awareness for the client
- Assembled a new campaign plan for a second team to begin operations on increasing awareness for the client.

Heaven Dream Academy (Teacher) Brea, CA

10/2016 - 10/2018

- Taught english, reading and math curriculum to 1st - 3rd grade students
- Planned curriculum with fellow teachers
- Graded, recorded and reported all students grades
- Advised parents and students during parent-teacher conferences

Education

- California State University of Fullerton, Communications: Advertising, May 2021

Certifications

- Google Ads Display Certification

Awards

- President's Volunteer Service Award: Gold Tier

Skills

- Adobe Creative Suite
- Google My Business
- Google Ads
- Mailchimp
- Wasptime Payroll
- Staff Files Pro
- Nextech AR Solutions
- Microsoft Suite