

CHRISTINA LEE

Chicago, IL | Christina@christinadlee.com
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Account Manager

Focused on coordinating marketing related projects and customer relationship management. History of managing internal and external team members. Proficient in analyzing, aligning and allocating content for project material and presentations. Successful with implementing timelines and managing projects from initial stages into completion. Several years of experience with organizing the process between clients, stakeholders and vendors.

Core Strengths

- Respectful of Product Knowledge Awareness | Ability to Empathize with Customers to Create Solutions
- Planning, Researching and Prioritizing Content Goals
- Effective at Engaging and Motivating Others | Highly Adaptable
- Agency Operations | B2B | B2C
- Graphic Design using Canva | Digital Competency

SUMMARY OF EXPERIENCE

Business Portfolio | Chicago, IL

(2009 to 2018)

www.christinadlee.com Maintaining a professional portfolio representing experience in marketing / business / consulting. Researching new marketing methods that connect readers | listeners | speakers | community followers | potential followers; how content and voice will change marketing efforts. From 2009 – 2015 my business was focused on marketing projects - publishing and writing content, business management - digital work flow management and connecting others with like-minded community members for potential partnerships.

- Built client relationships and partnerships through negotiating, collaboration, referrals and social networking
- Customized strategic recommendations including scope, timeline and budget
- Designed web content using the WordPress Content Management System (CMS)
- Research agent for clients using Google Trends , SEO/Keywords, Competitive Analysis
- Content manager | Wrote, and published social media content

Hyatt Hotels Corporation, Chicago, IL

(Freelance | March 2018)

Brand Marketing | Website Publishing

Worked in the marketing department, web studio division. Content Manager - Utilized a proprietary content management editor software to update graphics, internal and external links, and content. Organized web pages into digital files for editing and digital file sharing.

American College of Healthcare Executives, Chicago, IL

(2015 to 2017)

Marketing Specialist | Content Manager

Managed membership data, membership relationships and wrote and published the quarterly membership online newsletter. Managed LinkedIn professional content. Researched retention and recruitment marketing objectives and created marketing campaigns for retention and recruitment. Liaison to members and prospective members. Content Manager - email marketing and LinkedIn Membership management.

Sync360, Chicago, IL

(2015)

Project Manager

Managed Search Engine Optimization (SEO) procedures and social media content for healthcare businesses. Creative elements included keyword planning strategies, analytics on competition and analytics on current high volume searched terms compared to industry specific keyword ranking analysis.

- Content Manager - Created social media content resulting in brand engagement and web site page views.
- Developed SEO reports combining screen shots and data conversion statistics with projected plans from another source enabling decisions to advance content for the web site.

American Medical Association, Chicago, IL

(2006 to 2009)

Project Manager | Liaison

Organized the communication between FEMA and the project team, facilitating the \$300,000 CitizenReady™ grant to educate the general public on pandemic influenza and teach disaster preparedness.

- Managed the team, the development, the rollout and implementation of two online training courses to educate first responders on disaster preparedness for a \$1M FEMA grant.
- Prepared, implemented, and controlled the budget expenditures, and provided budget analysis for both the \$300,000 [CitizenReady™](#) grant and the \$1M FEMA grant.
- Administered meetings with internal and external stakeholders to ensure budgets, planning, and meetings aligned with objectives.
- Implemented marketing techniques through cold-calling and email networking, increasing client registration from 10% to 90%.

Consultant | Content Manager *Client Highlight*

Haddad's Restaurant, Chicago, IL

(2009 to 2014)

Content Manager - Published web site content and trained client on digital techniques including social media.

- Advanced web search results from page 12 to page 1 by integrating relevant industry-specific and client-specific photography and content
- Photographed restaurant entrees | Published images on website and social media.

TECHNOLOGIES & MORE

Graphic Design – [Canva](#), [WordPress](#) Google (Analytics, Keyword Planner), Microsoft Office tools expert level (Word, Excel, PowerPoint), [Abila-NetForum \(AMS\)](#), Instagram, LinkedIn, Pinterest, Skype, Twitter, Email Marketing (MailChimp, Real Magnet), Cloud Computing, [BaseCamp](#), Customer Relationship Management Systems, DropBox, Market Wired distribution services; Completed Adobe InDesign Advanced Certification (basic level of knowledge).

EDUCATION & COMMUNITY

Bachelor's in Business Marketing | Social Sciences | [Regis University Denver, CO](#)

Cystic Fibrosis Philanthropist | Event Committee

Moksha Yoga Studio | Social Media Manager, Community Member

Jade Yoga | Ambassador

[Photography](#)