

Jaden Lee

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Profile

Experienced Account Executive from Marketing Agency. I have worked with clients in various industries from Food and Beverage to Banks. As Account Executive, I have developed yearly campaign plan and strategies to satisfy and meet clients' yearly goal. Marketing background extends further into event planning and execution. I have long experience in special event and experiential marketing with many clients.

Through experience in Sales/Management in sales company acquired skills in communication with customers and vendors to maximize sale and intake of inventory.

Experience

Digital Marketing Manager, [JJ Perfection](#) Dec 2019 – Present

Shopify Management ([Ladybetty.com](#) [Doublju.com](#) [Shopqueen.com](#))

- Website Maintenance / Design
- Listing Management / Planning
- Website Contents design and implementation.
- Built 2 new websites via Shopify.

Social Media Marketing Management:

- Instagram/Facebook Management
- Social Marketing tactical and audience planning and execution
- Budget execution planning
- Contents creation for social media pages and paid Ads.

Keyword and Re-targeting Marketing

- Google Ad keyword marketing
- AdRoll Retargeting Marketing

Contents planning

- Photoshoot coordination for website and multi-sales platform

Online Marketplace management

- Ebay.com
- Etsy.com

Digital Marketing and Operation, [MKS America](#) Apr 2019 – Dec. 2019

Shopify Management

- Website Maintenance

- Listing Management
- Website Contents design and implementation.

Social Media Marketing Management

- Instagram/Facebook Management
- Instagram/ Facebook Ad Content Creation
- Social Media Paid Ad Planning and Execution

Online Marketplace Management

- Amazon Listing Management

Operation Manager , Sports World Inc. Aug 2018 - Mar 2019

Management of future/present inventory in warehouse.

Creating Order for Online/Local Sales

Vendor Brand contact for ordering and opening of new accounts

Local / House Account sales Rep.

Customer AR Management

Account Executive, Aaaza Inc :Feb 2017 - July 2018

As Account Executive I have served banking, Liquor, and food industry as client. My role is to plan yearly and monthly marketing campaign, budgeting, and special event planning. Since all clients' marketing tactic and goal are different, I had to adjust myself day-to-day to fulfill need of clients' request.

Campaign Management

Planning/reporting of up coming and ended campaign results.

Media advertisement deliverable Planning and Executing

Media execution planning and medial handling to assure promised deliveries of running campaign.

Target market research.

Vendor management to maximize revenue, and quality.

Client communication/management to coordinate internal production schedule to maximize overall productivity of team.

Event Manger

Plan and execution of events for client

Research and contact event organizer : to maximize exposure to their target market.

Vendor selection and contact to deliver promised quality of event.

Staff/Brand model training : to assure knowledge about client's product they are showcasing

Transportation and Freight coordination of staffs and collaterals on-site trouble shooter

Key Clients : Hanmi Bank, Johnnie Walker, Ketel One, Crown Royal, Nongshim America,

Sale Manger/Buyer, Always Auto Sales Inc, Dec 2015 - Jan 2017

Built Talking and Sales skills through direct sales.

Online sales and marketing

Negotiation Skill

Marketing Specialist, Adwell Communications, Dec 2011 - Oct. 2015

Marketing Specialist, Account Executive, and Event Manager

Event Planner/Coordinator (small events, Tasting Events, Market Demos)

Event Reporting (Prepare report deck for client)

On-site troubleshooter during events.

Managing On/Off Premise Brand Ambassador Program for clients

Brand Ambassador, and event staffs training

Corporate event planning and execution.

Serving incentive trip accommodating 300+ guests.

Planning and creating detailed itinerary to accommodate guests with pleasant experience.

Vendor communication/negotiation

planning and execution of continuous 10+ sales road shows with local vendor communication.

Social Media Marketing/Analysis, Geo-targeted market research for multicultural sales markets Developing planning and execution report with post-event analysis.

Key Clients : Arco-AMPM, Ballanties Whiskey, Martell , Hite Beer and Jinro Soju, SaeHan Bank.

Event Operation Manger, PowerHouseLive Inc. Mar. 2010 - Dec. 2011

Concert Operation Manager for Korean A-Profile Singers

Transportation/Hospitality Arrangement,

Back stage on-site troubleshoot.

Ticket Sales, Customers Service.

Event staff and volunteer staffs trainer, leader, and job coordinating

Education

California State University Northridge – B.A Biology

Skills

Excellence in Computer Applications (Power Point/Excel/Words)

Multimedia Skills: Photo, Video shooting and Editing.

Experience in QuickBook

Fluent Bi-Lingual (Korean/English)

Character/Others

Great communication skill with customers and co-workers

People friendly and great team worker.

Fast Learner and always open to learn anything.

Tech-Savy and early adopter

Organized multi-tasker

Self-Starter and self-worker

Multiyear experience in Snowboard, Ski, Golf, Tennis

Completed Half-Marathon multiple times.

Always adopt into new environment with any task given.

References

Patty Kang

Co-Founder and Account Director at Adwell Communication
ex - Account Director at AAAZA Inc.
Current Managing Director at Basecamp

BASECAMP

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