

Royce H. Lee

MARKETING CONSULTANT

Education

Biola University

Bachelor of Science,
Business Administration (Marketing)
Expected to Graduate: 08/2022

Skills

- Proficient in Microsoft Word, Excel, Outlook, and PowerPoint
- Fluent in English and Korean
- Proficient in various database platforms such as Salesforce, SRDB, and Slack
- Strong ability to follow detailed operating procedures and adapt quickly
- Excellent multi-tasking and organizational skills with great attention to detail
- Persistent work habits in both independent and group settings

Awards & Certificates

2021 - Horton Academic Award, Biola University
2017 - Barista Certification: Intro to Baristas
2015 - Pacific American Foundation Scholarship Award

Contact Details

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ePortfolio: <https://roycelee.wixsite.com/rhlee>

Professional Experience

Market Research Consultant

Colonia Group Inc. (Faustino Restaurant)
August 2021 - Dec 2021

- Conducted over 50 in-depth interviews to find customer preferences and collected approximately 100 customer responses to determine primary research objectives
- Analyzed customer data and created market research reports to suggest new and effective marketing strategies for the client
- Exploratory research about the respective industry and the local market
- Maintained consistent communication with the client by holding bi-weekly syncs to report status updates

Office Operations Manager

Elite Educational Institute
2017 - 2020

- Host and manage intake meetings with clients for sales lead and consultations
- Advertise program packages by creating flyers and implementing marketing strategies
- Collect client stats and performance reviews to suggest the most appropriate package for the client

Volunteer Experience

Outreach Leader / Administrative Assistant

YWAM Lausanne (North Africa, Hungary, France)
2016 - 2017

- Assisted in accrediting Sudanese refugees gain their carpentry and nursing license
- Research and collect data for each nation's culture, history, and language
- Process student visa applications and communicate with each nation's embassy
- Organize local transportation and translation services
- Manage the team's budget and resource distribution
- Lead 50 members in a weekly meeting and programmed each event and agenda