**CHIEH-HSIN (JESSICA) LEE**

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No 301 South Jinhui Rd, Minhang District, Shanghai, China

**EDUCATION**

University of British Columbia, Vancouver, Canada June 2022

Bachelor of Arts with a Major in Sociology

**WORK EXPERIENCE**

**URBN CHINA, Shanghai, China** April 2020 – July 2020

URBN China Web Marketing Intern

* Connected suitable KOLs and third-party agencies with URBN; managed product seeding on a daily basis; produced a web-marketing performance report on a weekly basis
* Conducted a cohesive research around the platform RED and launched an official Urban Outfitters (UO) account on the platform. Also conducted a market research (100+ participants) on UO in China
* Managed UO’s social accounts (Wechat, Weibo, RED) on a daily basis and analyzed background data
* Took lead and oversaw multiple flat-lay and on-model product photoshoots for our e-commerce product pictures

**NIKE Taiwan, Taipei, Taiwan** June 2019 – August 2019

Nike Running, Nike Training, Nike Women Marketing Intern

* Designed a long-term plan for Nike Taiwan’s future collaboration with local cross-category brands
* Assisted in the regional marketing campaign (promotional video shooting; media exposure event; consumer experience event) for Nike’s new shoe Nike Joyride launch
* Helped set-up the try-out and kick-off event for Nike Taiwan’s Marathon Run Crew FAST42
* Assisted in the inaugural NTC x Eslite Taiwan Event including addressing attendee concerns; event registration; event set-up

**NIKE GCHQ, Shanghai, China**  July 2018 – August 2018

Nike Training and Nike Women East Category Marketing Intern

* Coordinated the NTC Trainer Certification event and program for 30 trainers and connected 5 different partner gyms to organize NTC events and product seeding
* Interviewed and connected with potential KOLs to represent the NIKE Training category
* Composed information relevant to the planning of FY19 NIKE GCHQ Training category marketing schedule
* Conducted and participated in a 25 people consumer survey’s collection in cooperation with a partner gym

**SCHOOL EXPERIENCE**

**UBC PINK, Vancouver, Canada**  September 2019 – April 2020

Director of Communications

* Managed 2019-2020 UBC PINK’s Instagram (@ubcpink) for promotional purposes. As of April 2020, helped @ubcpink Instagram account gain 770 new followers
* Collaborated with on-campus clubs such as Yerba Mate and Bumble and KOLs for events and reached out to local charities such as Rabitats Vancouver to co-host

**SKILLS AND INTERESTS**

**Languages** – English (fluent), Mandarin (fluent), German (beginner)

**Skills** – Adobe Photoshop, Premiere, Final Cut Pro, MacOS, Apple, MS Office, iMovie, Facebook, Instagram, Weibo, Tumblr, Twitter, RED, WeChat, Meitu, Google Analytics

**Interests** – Event Planning, Modeling, Styling, Cooking, Traveling, Makeup, Piano, Photography, Film Photography, Writing