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**JUDY LEE**



**Education**

**University of Illinois Urbana-Champaign**  May 2009

Bachelor of Science in Advertising

Concentration in Psychology

* *Cumulative GPA*: 3.66/4.00
* *Achievements:* Dean’s List Spring 2007, Fall 2008; Alpha Delta Sigma Honor Society



**Work Experience**

**Cnm Avenue, LLC** *–* Los Angeles, CA & Phoenix, AZ – *Account Manager* January 2010 – September 2012

* Generated new business accounts across California, Arizona, and New Mexico through the supervision of the sales team
* Strengthened and maintained client relations by meeting and exceeding all business and sales objectives
* Increased location traffic by managing multiple social networking platforms

**Private ESL Tutor** – Champaign, IL & Los Angeles, CANovember 2007 – January 2011

* Substantially raised the listening, reading, writing, and conversation skills of an elementary and middle school student
* Increased middle school student’s TOEFL scores through extensive and creative learning strategies and techniques
* Drastically improved elementary student’s English pronunciation now comparable to a native English speaker
* Independently created and prepped appropriate learning material ranging from critical thinking and writing exercises to entertaining classroom games and projects

**Ogilvy & Mather** *–*Culver City, CA **–** *Account Management Intern*June 2009 - August 2009

* Developed competitive analysis for ARCO and *ampm* accounts, presenting findings in verbal and written forms
* Opportunity to meet the client during ARCO competitive discussion
* Built and maintained relationship with day-to-day client for the summer intern project
* Presented intern project before the client, Ogilvy Los Angeles, and Ogilvy San Francisco
* Gained deeper understanding of account management by participating in internal and external meetings

**Therm O Web, Inc. –** Chicago, IL – *Marketing Intern*June 2008 – August 2008

* Helped generate $30K in sales at the 2008 CHA trade show and $42K in sales at the 2009 CHA trade show
* Analyzed and presented industry statistics to the company showing the need to participate in the HQM trade show which generated $15K in sales as new business
* Accompanied the company President to Wal-Mart headquarters, participating in a product-package meeting
* Gathered qualitative research data for over 5,000 independent storefronts nationwide and followed up with telemarketing to secure additional sale**s**



**Activities**

**Sinji Entertainment Group, Inc.** – Los Angeles, CA December 2010

* *Production:* Assisted directors and producers by working with talent, props, lighting, and the setup/breakdown of sets

**American Advertising Federation** September 2007 – May 2009

* *Diversity Committee*: Increased awareness and promoted campus diversity through the program, Inclusive Illinois
* *Community Outreach Committee*: Raised money for Children’s Memorial Hospital by organizing campus activities

**Leo Burnett Workshop**  October 3-5, 2008

* Strategized and executed a faux PetSmart campaign with a team from Leo Burnett, developing a greater insight of the elaborate strategic thinking and creativity involved in constructing campaigns
* Presented the campaign before the Senior Vice President and the Creative Director of Leo Burnett, providing various creative executions as possible solutions to regain the PetSmart account

**Chicago Advertising Federation Career Day** February 22, 2008

* + Networked with representatives from Digitas and Burrell, enhancing interpersonal skills through one-on-one conversations
  + Attended the Account Management and Creative panel discussions, learning the essentiality of possessing a unique individual selling proposition to differentiate from others



**Skills**

* *Technical:* Competitrack, VMS, ACT! by Sage, Lotus Notes, Microsoft Office Word, PowerPoint, Outlook, Internet
* *Languages:* Korean, Spanish