

CONTACT

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City, State Abbreviation Zip Code

Profile

A digital marketing director with over 10 years of experience defining marketing strategies for enterprise organizations. A proven track record of building high-performance marketing teams and collaborating with

C-level executives. Adept at leveraging data-driven strategies to enhance market penetration and achieve positive business outcomes.

Key Skills

Brand development

Cross-functional leadership Digital advertising

Digital marketing strategy Experiential marketing campaigns

Donald Lee

Profession

# Education

**Master of Science (M.S.) Marketing,** *September 2013 – May 2015*

Temple University, Los Angeles, CA

**Bachelor of Arts (B.A.) Communications,** *September 2009 – May 2013*

University of Pennsylvania, Philadelphia, PA



# Professional Experience

November 2017 – present

Digital Marketing Director | Factor75 | Philadelphia, PA

* Develop and implement digital marketing strategies for a gourmet meal delivery company valued at over $250 million, identify opportunities to enhance digital advertising, and successfully increase revenue by 230% over four years
* Manage, build, and develop a dynamic marketing department with over 30 personnel and collaborate with senior leadership to define long-term roadmaps and strategic objectives
* Lead direct-to-consumer and pay-per-click marketing campaigns, align brand messaging with target audiences, and achieve an 11.7% conversion rate

May 2013 – November 2017

Marketing Manager | L.L. Bean | Philadelphia, PA

* Executed quarterly influencer marketing campaigns generating over $220,000 in sales and resulting in a 20% increase in website traﬀic
* Generated $150,000 in new business by collaborating with cross-functional teams to plan and execute a successful product launch event
* Optimized website content and search engine optimization (SEO) strategy, resulting in a 30% increase in organic traﬀic and a 10% increase in online sales



# Certifications

* Marketing Management Certified, AMA, 2018
* Online Marketing Certified Professional, OMCP, 2015