

DONALD LEE



CONTACT

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LinkedIn | Portfolio
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

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
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CERTIFICATIONS

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