**November Lee**

(832)284-3944 ▪ Houston, Texas 77054 ▪ novemberlee1@gmail.com

linkedin.com/in/novemberlee

# EDUCATION

Honors student at the C. T. Bauer College of Business, University of Houston, Houston, Texas

# Bachelor of Business Administration in Marketing May 2023

Cumulative GPA: 3.9, Major GPA: 3.9

# ACADEMIC PROJECTS

# Marketing Plan Project

# University of Houston, MARK 3339 Marketing Strategy Spring 2021

# Created a brand called the Sound of Music, a makeup brand that sold eyeshadow palettes inspired by music, and designed product templates using procreate and pricing them using a cost-based pricing method

# Presented brand and products to the class, including the brand overview and goals, product overview, pricing, marketing channels, a promotional strategy, market research, and competitor analysis

# Wrote a ten-page long Marketing Plan that included an executive summary, product idea, macro level opportunity analysis, segmentation, targeting and positioning, and marketing strategy

# Received a perfect score on all parts of the project

# EXPERIENCE

# Highway 9 Consulting, Houston, Texas January 2022 – Present

# Digital Marketing Intern

# Manage paid search, including Google Ads, LinkedIn and Facebook

# Analyze Search Engine Optimization using SEM Rush and compile and sort data into reports to present to the clients

# Create, schedule, and publish content for clients such as blogs, social posts, e-books, and more

# Build demand generation programs for our clients that provide them with qualified leads that they can turn into sales

# Bauer Digital Marketing Agency, Houston, Texas August 2021 – Present

# Digital Marketing Specialist

* Create and present a digital audit for our client that includes digital marketing analysis and recommendations both strategic and tactical
* Formulate a Digital Marketing Plan based on our findings and client needs
* Execute key components of the plan, analyze the results, and come up with follow-up recommendations
* Maintain an open line of communication, both written and oral, with the client and keeping record of our meetings via contact reports

**NovaRayne Co., Houston, Texas May 2021 – Present**

# Etsy Shop Owner

* Created art prints and designed a logo and mockups of my work using Procreate
* Partnered with Printful to develop digital prints using the giclee process and ship them
* Calculated pricing based on the manufacturing, shipping, and marketing costs of my product
* Advertised on social media (via Instagram, Twitter, Facebook, Tik Tok) and utilized SEO best practices to generate site traffic

# HONORS AND AWARDS

El Paso Corporation Merit Scholarship, 2021-2022

Academic Excellence Scholarship, 2019-2023

Dean’s List: Fall 2019, Spring 2021, Fall 2021

# EXTRACURRICULAR ACTIVITIES

Omicron Delta Kappa Member, Spring 2021-Present

Member of the Bauer Women’s Society, Spring 2020-Present

NSCS Member, Fall 2019-Present

# CERTIFICATIONS & SKILLS

Certifications: Google Analytics, Facebook, LinkedIn, SEM Rush,

HubSpot: Software, Inbound Marketing, SEO, Digital Marketing, Digital Advertising, Social Media,

Hootsuite: Platform, Social Marketing

Other Skills: Microsoft Office: Word, Excel, PowerPoint, SharePoint, Outlook,

Google Suite: Docs, Sheets, Slides, Ads, Forms,

Digital Design and Video/Photo Editing: Photoshop, iMovie, Final Cut Pro, Procreate, Canva,

Data Analytics: Asana, Google Analytics, Moz, Google Trends, Spyfu, Feng-GUI, FilemakerPro