



# Jason M. Lee

## Project Manager

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### EDUCATION:

**BA in Digital  
Technology & Culture**  
**Minor: English**  
**Washington State  
University**  
**GPA: 3.71**  
**Graduated: May, 2015**

### SKILLS:

**PMS & CMS**  
**Animation 2D & 3D**  
**Design Web & Print**  
**HTML5 & CSS3**  
**JavaScript & jQuery**  
**Adobe Creative Suite**  
**Video Editing**  
**Sound Production**  
**UX & UI Design**  
**Usability**

### CERTIFICATES:

**SEMrush for SEOs**  
**PPC Specialist**  
**Technical SEO**

### PROFESSIONAL EXPERIENCE:

#### PRODUCT MANAGER

FLOOR CITY

OCT, 2015 - OCT, 2018

- Migrated floorcity.com from Volusion to Shopify eCommerce platform
- Collaborated on strategy internally regarding SEO, SEM, PPC & SMM
- Established key performance indicators to measure business metrics
- Developed content marketing strategy, guidelines and governance
- Managed brand plans, product pipelines, and project timelines
- Composed, edited, and published online blog posts and Buyer's Guides
- Researched keywords for high traffic/low competition for on-page SEO
- Diagnosed & fixed technical SEO errors with Google Webmaster Tools

#### PROJECT MANAGER

YWCA CLARK COUNTY

DEC, 2014 - MAY, 2015

- Managed a team of eight in creating a web-based interactive timeline
- Coordinated digital marketing, graphic design and web developments
- Prepared documents & submitted proposals to meet client expectations

#### TEACHING ASSISTANT

MULTIMEDIA AUTHORIZING

DEC, 2014 - MAY, 2015

- Worked on innovative student projects using industry best practices
- Solved questions and directed students to increase coding skills
- Lectured and instructed a class with university goals and objectives

#### DOCENT

ELECTRONIC LITERATURE ORGANIZATION

DEC, 2012 - JAN, 2014

- Helped setup installations using various computer software programs
- Developed strong communication skills by speaking to a large audience
- Increased audience awareness with marketing strategy on social media

#### SENIOR GALLERY MANAGER

arsTECHNOLOGIKA

SEP, 2012 - JAN, 2013

- Directed a team of four in creating an interactive digital media art show
- Organized and contacted diverse media artist to promote immersive art
- Managed volunteers by directing the spatial setup of artist gallery