

STACEY M. LEE

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EXPERIENCED MARKETING PROFESSIONAL WITH EVENT MANAGEMENT AND SOCIAL MEDIA EXPERTISE

AREAS OF EXPERTISE

- | | | |
|---------------------------------------|-------------------------------|-----------------------|
| • Strategic Marketing and Campaigns | • Competitive Market Research | • PR |
| • Social Media Strategies | • Event Management | • Content Creation |
| • Online and Offline Direct Marketing | • Presentations & Writing | • B2B Lead Generation |
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EXPERIENCE

Conference Manager– Telecoms & Media - North America INFORMA TELECOMS & MEDIA, San Francisco, CA
September 2016 – Current

- Product management within the commercial conference world, and in-depth knowledge and experience of the conference business.
- Produces large scale events within a fast paced commercial conference company.
- Overseeing all of the Telecoms portfolio vertical in the US community, content creation, marketing, and the creation of ‘digital first’ events.
- Highly energetic conference expert that manages external customers and internal business expectations for Telecoms in the US market.

Senior Marketing Producer – Design/Global MARCOM - North America INMOBI, San Francisco, CA
January 2015 – January 2016

- Management of creative content for all marketing projects, as well as delegating tasks and reporting on the progress of the team.
- Overseeing all content for global marketing campaigns, whilst monitoring and working with a sharp eye for detail, planning and executing clear content strategies and timelines.
- Providing strategic marketing collateral such as sales presentations, case studies, media requests, research reports, social media and planning industry events.
- Driving processes end-to-end, and encouraging the team to simplify processes in order and be more productive, confident decision maker, facing new challenges while striving for perfection.
- Creation of content and creative contributions with the Global Design/Marcom team and all InMobi teams worldwide.

(Please Note: That from November 2013 - Jan 2017 I worked four short-term contracts for Quixey, Equinix, Coverity and Seal Software (in that order) and I am more than happy to elaborate on these roles upon request.)

Senior Marketing Manager - North America INMOBI, San Francisco, CA
June 2013 - January 2015

- Planned and developed the marketing strategy for all of North America that is consistent with the global marketing plan through working with North American sales and business leaders.
- Supported sales and business development teams by providing strategic marketing collateral such as sales presentations, case studies, media requests, research reports, social media and events.
- Creation of content and creative contributions with the Global Design team and all InMobi teams worldwide.

Field Marketing Manager, CHECK POINT SOFTWARE TECHNOLOGIES, Redwood City, CA

November 2011 - September 2012

- Managed the development and execution of marketing and event strategies for Check Point, a leading network security company.
- Developed and executed lead generation programs for the western region sales teams (i.e. trade shows, seminars, webinars, telemarketing, e-mail, and direct mail)
- Negotiated and handled partnership agreements with event sponsors including event budgets and scheduling.
- Developed online marketing and social media strategies for increasing security network traffic and hardware sales.

Professional Blogger/Editor/Online Marketing Professional, BIGCOMMERCE, Sydney, Australia

May 2011 – September 2011

- Created compelling content and blogging for small businesses that are either already selling online or looking to sell online and are interested in e-commerce/social media/internet marketing/SEO/PR, etc.

Senior Fashion Editor, SEX+DESIGN MAGAZINE, San Francisco, CA

September 2010 – October 2011

- Supervised the process of creating, developing, and presenting content for fashion specific stories, photo shoots, websites, and newspaper selections.
- Managed creative influence and direction of the fashion department, specializing in apparel, accessories, beauty and make-up under the direction of the editor-in-chief.

Marketing & Event Manager, WILDCOG, San Francisco, CA

January 2010 - September 2010

- Managed the development and execution of marketing and event strategies for Wildcog, a leading technology recruiting company.
- Supervised all events, including trade shows, conferences and corporate events.
- Negotiated and handled partnership agreements with event sponsors.
- Managed all event budgets and calendar.
- Developed online marketing and social media strategies that increased traffic and sales over 30%.

Stock Plan Services, Sales & Marketing Associate, CHARLES SCHWAB, San Francisco, CA

January 2004 - September 2010

- Coordinated online marketing campaigns and promotional events for Charles Schwab.
- Performed competitive market research including information on product features.
- Conducted and analyzed client stock plan value and company demographic research for marketing and sales purposes.
- Created and implemented over 20 direct online marketing campaigns for target prospects.
- Managed all corporate sponsorship events such as NASPP Annual Conference, PGA Tour, Giants games and more.
- Developed dashboard reports weekly and quarterly for executive distribution and client company dynamics research.

Communications Specialist, CHARLES SCHWAB, Austin, TX

- Managed direct marketing campaigns for The 401K Company, a financial company acquired by Charles Schwab in 2007.
- Developed marketing education materials and worked with education consultants to educate 401k participants.
- Organized client meetings and conferences with the team from start to completion.
- Successfully promoted and transferred to work at Charles Schwab headquarters in San Francisco, CA.

Marketing & Production Intern, SACRED COW PRODUCTION, Los Angeles, CA

May 2004 - January 2006

- Created and executed communication campaigns for Sacred Cow Productions, a documentary film production

- Responsible for international and national event logistics including movie premieres, promotional events and book signings.
- Assisted founder, Kevin Booth, with daily marketing, communications and production tasks.
- Developed online and offline marketing strategies and promotions.

EDUCATION

Bachelor of Fine Arts, The University of Texas, Austin, TX

Study Abroad Program, The Santa Chiara School, Castiglion Fiorentino, Italy.

NON-PROFIT ACTIVITIES

Volunteering and fundraising for The Leukemia & Lymphoma Society.