

# SHAUN LEE

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Founder with extensive e-commerce, product development, digital and influencer marketing, crowdfunding, and brand strategy experience. Started my first company in high school at the age of 16.

## KEY ACCOMPLISHMENTS

- Sold 30,000+ guitars in 50+ countries to achieve annual revenue growth from \$0 to \$1M+ in just over three years.
- Raised \$500,000 via crowdfunding projects on Kickstarter and Indiegogo and an additional \$500,000 in post campaign pre-orders.
- Helped Bohemian Guitars become the first company in the US since the Great Depression to raise capital via intrastate equity crowdfunding. Raising a total of \$126,000 in 30 days.
- Self-taught product developer awarded two patents by the United States Patent and Trademark Office (USPTO)
- Funded by 500 Startups Accelerator Program in Mountain View, California.
- Established international supply chain with manufacturing in China and distribution to 200+ retail locations in 30 countries.
- Featured in Hallmark, FORBES, Wall Street Journal, USA Today, BBC, CBS News, TechCrunch, Huffington Post and more.

## EXPERIENCE

### Chief Executive Officer & Co-Founder, *Bohemian Guitars Inc.*

ATLANTA, GEORGIA - 2012 - PRESENT

- Successfully raised \$1M in angel and Venture Capital investment.
- Lead an international team of over 15 employees in China and the United States.
- Design and execute sales and marketing plans resulting in extensive and sustainable growth in sales.
- Manage entire product lifecycle including manufacturing, marketing, retail and product development.
- Oversee product merchandising, sales processes and customer support.
- Increased B2B/wholesale retail partners from 5 stores to over 100 stores selling Bohemian Guitars in just 1 year.
- Established B2B sales channel and secured custom orders from large enterprises like Live Nation, Pennzoil and House of Blues.
- Maintain online e-commerce stores with Shopify, Amazon, and Walmart.

### Marketing/Operations Consultant, *Chil Media LLC.*

ATLANTA, GEORGIA - 2018

- Lead company in new business development resulting in an increase in revenue of over \$70,000 in 3 months.
- Create detailed project proposals and executable plans for retainer and project-based clients.
- Analyze company metrics and monitoring revenue margins and employee productivity to improve overall performance.
- Oversee project completion timelines, monitoring project costs, and ensuring client needs are met.
- Identify patterns and problem areas, and implementing effective solutions to increase efficiency.
- Continuously reshape department best practices to provide highest client satisfaction.

### Marketing/Operations Consultant, *fourofour.co*

ATLANTA, GEORGIA - 2018

- Responsible for site analytics and testing to drive growth for ecommerce KPIs.
- Helped grow branded and non-branded traffic 200% through site optimization and social media/marketing campaigns.
- Analyzed site performance and initiated improvements, including merchandising, technical projects, and creative changes.
- Worked directly with CEO to develop marketing plans to increase sales, brand awareness, and to execute all marketing functions.

## EDUCATION

### Bachelor of Science, Psychology

University of Georgia, Athens, GA – 2011

### 500 Startups Accelerator Program

May 2014 – August 2014

## OTHER SKILLS

HTML  
CSS  
JavaScript  
Photoshop  
Shopify  
Squarespace  
Crowdfunding  
Mailchimp/Klaviyo

## OTHER ACHIEVEMENTS

### Patents:

US9773479B2  
2017-09-26  
US9355618B2  
2016-05-31