ASHLEE
LAM

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SUMMARY

Digital marketer with a passion for building impactful user experiences through integrated marketing programs

EDUCATION

B.S. Degree in Business Administration, Marketing | Cal Poly, San Luis Obispo
JUNE 2015

EXPERIENCE

Digital Marketing Coordinator | Lookout, Inc.   AUGUST 2016 – PRESENT
- Managed social media strategy, content generation, and analytics reporting
- Ran external webinar programs through GoToMeeting
- Produced webpages and built digital experiences to assist demand generation programs
- Used Marketo and Salesforce to build global marketing campaigns
- Project manager of various cross functional marketing projects

Enterprise Marketing Coordinator | Lookout, Inc.   JANUARY 2016 – AUGUST 2016
- Project managed and built company's new website using Ingeniux CMS
- Restructured social media strategy to target B2B audiences on Twitter and LinkedIn
- Created company's external webinar program and defining pre-event promotion strategy
- Maintained sales enablement tools such as sales pitch deck and competitive battle cards

Enterprise Marketing Intern | Lookout, Inc.   JUNE 2015 – JANUARY 2016
- Product Marketing – Rebuilt company sales pitch deck, created competitive teardowns
- Field Marketing – Managed budget for and planned regional and national events
- Demand Generation – Built enterprise nurture program and initial content syndication programs
- Marketing Operations – Operated in Marketo / Salesforce to execute email campaigns, webinars, nurtures, and lead importing for all global regions

Platform and Marketing Intern | Peel Technologies   JUNE 2014 – AUGUST 2014
- Created pitch content and designed graphical content for marketing team
- Strategized product messaging and defined marketing campaign objectives
- Managed company blog, key influencers list, and company social media accounts
- Used product performance data to build statistical reports for prospects during product testing

SKILLS

- Adobe InDesign, Illustrator, and Photoshop
- Google AdWords
- Google Analytics
- Hootsuite
- HTML/CSS
- Ingeniux CMS
- Marketo
- Marketo RTP
- Salesforce
- Sketch
- Social Media