

# David Lee

I am a proactive marketing assistant with practical experience supporting digital campaigns and content management. I leverage strong analytical skills and creativity to enhance brand presence and drive engagement.

## KEY SKILLS

- Campaign support
- Content management
- Social media scheduling
- Data analysis
- Creative strategy

## EDUCATION

Bachelor of Business  
Administration in Marketing | San  
Jose State University, San Jose,  
CA  
May 2022

BBA – Marketing | Georgia State  
University, Atlanta, GA  
May 2018

## PROFESSIONAL EXPERIENCE

### Marketing Assistant

BrandBoost, San Jose, CA | July 2022 – Present

- Supported digital marketing campaigns that increased brand awareness by 20%.
- Managed social media calendars and assisted in content scheduling.

### Content Intern

Creative Marketing Group, San Jose, CA | February 2022 – June 2022

- Developed engaging blog posts and social media updates.
- Analyzed campaign performance data to refine strategies.