

Carol Lee

Marketing Intern

ABOUT ME

Marketing specialist with five years across paid social, lifecycle email, and content for direct-to-consumer and hospitality brands. I own channel P&L for paid social at my current role and partner with a small creative team on weekly test cycles. Comfortable moving between spreadsheets, ad platforms, and creative reviews.

PROFESSIONAL EXPERIENCE

Marketing Specialist, Paid Social

Rainier Athletic Apparel, Portland, OR | Mar 2023 - Present

- Manage a monthly paid social budget of about \$185,000 across Meta and TikTok, returning \$3.40 per ad dollar in Q3 2024 against a \$2.80 target.
- Run a weekly creative test cadence with the in-house studio: two new concepts and four hooks per week, tracked in a Notion testing log.
- Rebuilt the account structure into three automated campaigns by margin tier after audit, which reduced cost per purchase on the core tee category by 22%.
- Partner with the retention lead on paid + email holdout tests to keep attribution honest.
- Present channel results and next-quarter plan to the VP of Growth each month.

Lifecycle Marketing Specialist

Cedar Post Hospitality Group, Bend, OR | Aug 2021 - Feb 2023

- Owned the guest email program across four boutique hotel properties in Klaviyo, sending about 12 campaigns per month.
- Built a pre-arrival journey (booking confirmation, 7-day, and 24-hour touchpoints) that lifted on-property F&B pre-bookings meaningfully quarter over quarter.
- Segmented the list by property, stay type, and lifetime nights to cut unsubscribe rate below 0.3%.
- Wrote most of the copy and briefed a freelance designer on templates once a quarter.
- Reported program results to the group marketing director in a monthly two-page recap.

Marketing Coordinator

Willow & Vine Skincare, Seattle, WA | Jun 2020 - Aug 2021

- Coordinated three product launches, including sample seeding to about 140 micro-influencers per launch.
- Ran the weekly email calendar in Mailchimp and moved the account onto Klaviyo at the end of my tenure.
- Built the affiliate program in Refersion from scratch to 60 approved creators.
- Tracked launch performance in a Google Sheets model the founder still uses.

Marketing Intern

Emerald City Ad Collective, Seattle, WA | May 2019 - May 2020

- Rotated across three account teams: an outdoor gear brand, a regional bank, and a fast food chain.
- Pulled weekly social listening reports in Sprout for the account leads.
- Sat in on client status calls and took the notes that went into the recap deck.

CONTACT INFORMATION



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EDUCATION

B.A. in Advertising, University of Oregon, 2019

Paid social platform training, 2023

Lifecycle email platform training, 2022

KEY SKILLS

- Meta Ads Manager, TikTok Ads Manager
- Klaviyo, Mailchimp
- Google Analytics 4, Triple Whale
- Northbeam (basics)
- Shopify admin, Refersion
- Notion, Asana
- Excel and Google Sheets (financial modeling for channel P&L)
- Creative briefing and copy review
- A/B and holdout test design

- Was offered a full-time coordinator role but moved to Willow & Vine to work in-house.