

ERIC TOM LEE

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Objectives

I am seeking a position in advertising or marketing with a technology-related company in the greater SF Bay Area. I'm looking to implement my creative strengths and proven discipline and experience in marketing and business and have a flexible availability, as needed. I am motivated and a fast learner.

Experience

Chief Creative | 01/2004 – Present
ACCURACY MARKETING, *Cupertino, CA*

- Develop advertising and marketing goals and promotional campaigns for clients
- Coordinate direct marketing tactics with the clients' overall brand positioning
- Develops and executes marketing plans across several media formats
- Create print and web design for clients including in more integrated Web 2.0
- Research and recommend new marketing opportunities
- Help customers better re-affirm their business model and clarify strategy that is in alignment
- Fluent on community and social networking (ie: Facebook, LinkedIn, Twitter, MySpace, etc.)

Business Development Director | 01/2000 – 02/2004
SILICON VALLEY HOLDINGS, *Cupertino, CA*

- Strategic partnership and business development including key relationship building
- Strong project management, leadership, and problem solving skills
- Developed and executed successful business and marketing plans
- Drove significant direct revenue while simultaneously managing to ROI goals
- Oversaw multiple programs ensuring that work aligned with brand and business objectives
- Founded Silicon Valley Clean Tech Alliance organization to better facilitate industry networking

Creative Director, Designer | 01/1995 – 02/2000
STITCH MANUFACTURING, *San Mateo, CA*

- Creative direction and fashion design for company's brands including Remix Clothing
- Sourced raw goods and services domestically and internationally
- Logistics with suppliers and manufacturing to get goods to market in time-sensitive fashion
- Designed all promotional and marketing collateral including catalogs, line sheets
- Developed and maintained company website with functional, time-saving database integration

Education

Bachelor of Science/ Marketing | 01/2006 – 05/2008
SAN JOSE STATE UNIVERSITY (SJSU), *San Jose, CA*

- Earned a Bachelors of Science degree in Business Administration with a concentration in Marketing.

1. **Graduated May 2007 with 3.24 cumulative GPA.**

2. Classes included Business Statistics, Quantitative Business Analysis, Strategic Management, Consumer Behavior, Marketing Research, Marketing Management.
 3. Excelled in developing and delivering top-class, impactful presentations
- Earned a minor in Energy/ Environmental Studies. Broad knowledge of renewable energy, green building, alternative energy strategies and emerging technologies.
 - I served as President of two organizations, the Silicon Valley Clean Tech Alliance and the Entrepreneurial Society. I was a board member for the Executive Leadership Council in the College of Business.

Associates/ Liberal Arts

09/1991 – 06/1995

DE ANZA COLLEGE, *Cupertino, CA*

- Associates Degree in Liberal Arts
 1. **Graduated June 1995.** Dean's List.
 2. Studied business, investments, marketing, art and design; including graphic design, photography, video and film production.

Licenses and Certifications

- Apple Certified Associate (PR1228748 | Tech ID USAGR09). iWork and iLife
- Fluent with Pro Apps (Adobe Creative Suite, Logic Studio)
- Licensed realtor. National Association of Realtors. California Association of Realtors.

Skills

I am self-motivated and thrive on challenges and problem solving. I demonstrate strong, effective interpersonal communication skills and have an excellent work ethic. I excel in conceptualizing and realizing the big picture as well as plotting and taking the steps to achieve the goals. I excel in overcoming obstacles, and am results-oriented. I have a great eye for design and possess exceptional presentation skills. Advanced design skills – highly fluent with both MAC and Windows, CRM (Filemaker, Access), HTML, and CMS solutions (Joomla, Drupal, Nuke, etc).

Extracurricular

I spend a majority of time in a variety of creative projects including music, art, photography and fashion. I am social by nature and love spending time with friends and family. A lot of my time revolves around entertainment and have been active in the entertainment environment for about two decades. I am a tech savvy and stay current on technology, gadgets, music, fashion, gaming and emerging internet-based media.

I thrive when being active and participate in many personal sports including biking, hiking, jogging, inline skating and more. I am intrigued in exploring new areas and travel. I am inspired by nature as well as the modern, built environment.