

JANICE LEE

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EDUCATION

Rutgers University Business School

B.S in Supply Chain Management and Marketing, Concentration in Entrepreneurship

New Brunswick, NJ

Sept 2019 — May 2023

- **GPA:** 3.53 / 4.00 | Dean's List 4 semesters
- **Honors:** 2nd Place in Innovate in Artificial Intelligence with UBS Wealth Management, 3rd Place in Hult Prize OnCampus Competition, Semi-Finalist in 2020 Draper Competition for Women Entrepreneurs, Finalist in 2020 Davita Case Competition

PROFESSIONAL EXPERIENCE

Merck & Co.

Global Procurement Intern

Rahway, NJ

June 2022 — Aug 2022

- Analyzed \$500M of spend on the analytics, primary market research, and data categories every month to report to stakeholders
- Assessed go-to-market strategy and identified preferred suppliers for Global Analytics RFI by evaluating \$80M of 2021 spend
- Measured \$40M in Data Spend to streamline a capabilities matrix from 60 selected Data suppliers with Vendor Management team

L'Oréal USA

Marketing Sourcing Co-Op

Berkeley Heights, NJ

June 2021 — June 2022

- Analyze and report on approximately \$300M in spend with over 100+ suppliers for the USA Marketing Services Sourcing team
- Facilitate 10 RFPs in Creative, Influencer, Digital, and Production Agencies and perform savings analyses on RFP responses
- Ran project management tracking for Media suppliers; align on cost avoidance, cost reduction, and performance approval status

Kiira Health Inc.

Sales and Community Development Intern

New Brunswick, NJ

Feb 2021 — May 2021

- Developed marketing and engagement strategy on media platforms to raise awareness around women's health and wellness
- Prospected 100+ qualified university leads and strategize with senior team to market content converting over 100 active app users
- Led the Reproductive Justice Grant of \$24,000 across 4 universities and organized the Ambassador and Mentorship Program

Newark Venture Partners

Sales & Go-to-Market Strategy Intern

Newark, NJ

Oct 2020 — Jan 2021

- Worked with executive teams of 2 portfolio pre-seed startups and the Sales Director to generate over 200 qualified leads on excel
- Utilized KPI training styles and trained in major CRM and Sales/Outreach programs such as Hubspot, Interseller, and Hunter.io
- Published digital Sales Playbook with 19 chapters for portfolio companies to efficiently systemize sales, training, and strategy

LEADERSHIP & INVOLVEMENT

Road to Silicon V/Alley Program

President

New Brunswick, NJ

May 2021 — Present

- Establish 10+ yearly events, and workshops for 150+ members in the program for advancement in VC, tech, and startups
- Work with Recruitment Director to market program to 200+ prospective applicants & send newsletter to 200 alumni and board

Korean Students Association

Vice President

New Brunswick, NJ

May 2020 — Present

- Organized fall culture shows and beauty pageants with with 500+ total student attendance to raise awareness of korean culture
- Lead team of 20 members and raised over \$3,000 in fundraising activities, managing budget, logistics, and reservations for events

Hult Prize Foundation

Campus Director

New Brunswick, NJ

June 2020 — May 2022

- Managed the OnCampus and Regional Hult Prize Competitions by leading a team of 19 and mentoring 45 student competitors
- Directed committees, recruited teams and judges, coordinated 4 workshops to enhance business acumen and entrepreneurship

Innovate in Artificial Intelligence with UBS Wealth Management Pitch Competition

Second-Place Winner

New Brunswick, NJ

Sept 2020 — Nov 2020

- Won 2nd place in a team of 5 in a state-wide case competition against 15 undergraduate and graduate colleges and universities
- Built a vibrancy model using machine learning (XGBoost) to determine what towns, counties, and regions in New Jersey are becoming more or less economically vibrant using raw data from the U.S. Census Bureau and identifying 14 key factors

ACTIVITIES & INTERESTS

Technical Skills: Basic Python, Java, PowerBI, SAP, Proficiency in Microsoft Office, Blender (software), Website Design, UX/UI
SEO & Analytics: Google Analytics, HubSpot, Keyword Research, Backlink Building, Content Creation, Copywriting &
Activities: Delta Sigma Pi, Pentel Campus Ambassador, Road to Silicon V/Alley, Women in Business, Korean Students Association
Interests: 3D Art, Virtual Reality (Oculus Go), Content Creation, Wakeboarding, Board Games, Coffee, Traveling, Piano (13 years)
Languages: Korean (Fluent), French (Proficient)