

Vivian Lee

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EDUCATION

Massachusetts Institute of Technology

Candidate for Bachelor of Science in Economics & Management Science

- GPA: [REDACTED]; SAT: 2210 (690 CR, 720 M, 800 W)
- **Relevant Coursework:** micro/macroeconomics, finance theory, managerial psychology, product pricing

Cambridge, MA

expected June 2012

WORK & LEADERSHIP EXPERIENCE

Unica Corporation

Product Management intern, NetInsight product group

- Analyzed options for entering the [REDACTED] market
- Recommended software solution to directors of marketing based on minimization of time and cost
- Due diligence of competitors and related firms led to [REDACTED]
- Ported various software solutions to alternative database structures

Waltham, MA

June – August 2010

Harvard Business School

Research assistant, Prof. Anita Elberse & Clarence Lee

- Refined new econometric regression models to analyze [REDACTED]
- Utilized statistical software (SAS, Excel, etc.) to conduct large-scale data analysis of [REDACTED]

Cambridge, MA

June 2009 – present

A Weekly Affair

Web designer and developer

- Redesigned website and set up content management backend for local start-up
- Implemented new, interactive site features, increasing visitor count nearly tenfold
- Developed new method for presenting events on web interface; resulted in increased attendees at events

Boston, MA

June – Nov. 2009

MIT Science & Engineering Business Club

Managing Director of Marketing

- Led team of 10 to organize business networking events and company presentation
- Raised \$[REDACTED] in sponsorship funds for the marketing focus group

Cambridge, MA

Nov. 2009 - present

Alpha Kappa Psi, MIT colony

Founder, president, webmaster

- Founded first professional fraternity on the MIT campus; recruited over 20 members thus far
- Collaborated with administration and alumni to develop competitive recruitment programming and new member education program; focus on developing motivated, prepared young professionals

Cambridge, MA

June 2010 - present

MIT Asian Dance Team

Founder, president, marketing chair, costuming chair

- In first year, recruited over 40 members with aggressive promotional campaign
- Prepared annual grand showcase for audience of 100+, in addition to 20 other performances during the year
- Effective budgeting led to significant (>[REDACTED]) profit from one-time ticket sales alone

Cambridge, MA

Sept. 2009 - present

Sekai no Melody

Founder, director, lyricist, publicity chair, head of radio programming

- Founded international, multilingual singing organization; over 300 members and alumni
- Ran aggressive marketing campaign at cultural convention; in combination with informational session and performances, resulted in significant increase in membership.
- Successfully trained three women who are now signed to record labels.

Internet-based

Nov. 2006 - present

SKILLS, ACTIVITIES, & INTERESTS

Languages: [currently studying] Cantonese, Mandarin, French, Portuguese, Japanese

Technical Skills: XHTML/CSS, Java, SQL, PHP, Python

Activities: Harvard Business School (undergraduate researcher); Alpha Kappa Psi fraternity (president);

Alpha Chi Omega sorority (webmaster); Beta Sigma Phi sorority (webmaster); MIT Asian Dance Team (founder and president); MIT Chinese Choral Society (president); MIT Science & Engineering Business Club (managing director of marketing); Sekai no Melody (director); Undergraduate Economics Association, Big Sister Association

Interests: performing arts (dance, choir, theatre); web design