RYAN LEE

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EDUCATION

University of Michigan **APRIL 2025**
Ann Arbor, MI
- B.S. in Data Science with Business Minor at the Stephen M. Ross School of Business (GPA 4.00/4.00)
- Recipient of William J. Branstrom Freshman Prize (awarded to top 5% of class), James B. Angell Scholar

Polytechnic School **AUGUST 2017 - JUNE 2021**
Pasadena, CA
- High School Diploma (GPA 3.97/4.00), Cum Laude Society (top 5% of class), College Board AP Scholar

PROJECT EXPERIENCE

Morgan Stanley | Incoming Investment Management Analyst **JUNE 2024**
New York, NY

MECC Consulting Group | Business Consultant **SEPTEMBER 2022 - PRESENT**
Ann Arbor, MI
- Awarded "Most Outstanding Consultant" Award during Fall 2022 semester (awarded to 1 of 60 club members)
- **Los Angeles Clippers**: developed recommendations to minimize emissions of stadium transportation by 40% to align with client's sustainability goals; analyzed and visualized client data in PowerBI and Tableau to drive strategy to maximize fan engagement and increase ticket sales by 115%
- **Gold Coast Nutrition Fund:** Coded new website using HTML/CSS for a nonprofit food service based in rural Ghana; managed 501(c)(3) application process and created grant database and guidelines to support $240K grant fundraise

Brand Knew | Growth Marketing Intern **JUNE 2023 - AUGUST 2023**
Los Angeles, CA (Hybrid)
- Monitor and analyze data from clients ad accounts to surface anomalies to the media team, reviewing over $500K/ month in ad spend; conduct competitive analysis to inform creative brief for largest client, with goal of achieving 5x Return On Ad Spend target KPI

echo3D | Business Development Intern **JUNE 2023 - AUGUST 2023**
New York, NY (Remote)
- Collaborate with Chief Marketing Officer, Developer Relations lead, and COO on rotational assignments; example project: develop campaign proposal for echo3D to be used in K-12 computer curricula

ADDITIONAL PROFESSIONAL EXPERIENCE

Michigan Men's Basketball | Creative Media Director and Producer **SEPTEMBER 2021 - PRESENT**
Ann Arbor, MI
- Devote 20-25 hours (excluding travel time for away games) per week leading, filming and editing creative content for Michigan Men's Basketball social media and recruiting efforts
- Design and implement aggregate media strategies to grow Michigan's media presence from 6th-largest nationally

RY'S EYES | Freelance Director and Producer **MAR 2020 - PRESENT**
Ann Arbor, MI
- Launch and manage freelance film, editing, and photography business (link to portfolio)
- Have dedicated 1000+ hours to filming and producing video assets using Final Cut Pro X and Davinci Resolve

NBA Top Shot | Content Marketer and Social Media Strategist **APRIL 2022 - AUGUST 2022**
Vancouver, BC (Remote)
- Produced social media content and designed strategies to optimize engagement rates for NBA Top Shot, the NBA's exclusive NFT licensee; developed original content that outperformed pre-internship content by 1600%

SKILLS & INTERESTS

- **Technical:** Proficient in Final Cut Pro X, PowerBI, Python, R, Tableau, Excel, and C++ programming languages
- **Language:** Conversational fluency in Mandarin and Spanish
- Avid basketball and football fan, recreational pickle ball player, and enthusiastic world citizen