

HANNAH LEE

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EDUCATION

- Stanford University - B.S. Computer Science and Product Design (3.99/4.0 GPA)** September 2020 - June 2025
Alpha Kappa Psi (Business fraternity), Business Association of Stanford Entrepreneurial Students (Director of Startup Development), Korean Student Association (Financial Officer)
Stanford, CA
- Monta Vista High School** August 2016 - June 2020
Editor in Chief of El Estoque, President of Korean Club
Cupertino, CA

EXPERIENCE

- Stanford Women on Boards Board Match Committee Associate** June 2022 - present
Stanford, CA
 - Meet with corporate clients including Carrier Global Corporation and Knowles Corporation to identify the most suitable Stanford women for board positions
 - Evaluate applicants and send recommended candidates to clients in comprehensive package
- Stanford Center for Design Research Research Assistant** June 2022 - present
Stanford, CA
 - Conduct interviews and report details to CJ, the largest South Korean food manufacturing company
 - Identify and create detailed user personas to optimize targeting of products to U.S. audiences
- Stanford ENGR 103: Public Speaking Instructor** March 2022 - present
Stanford, CA
 - Prepare weekly lesson materials and lead public speaking workshops for Stanford undergraduate and graduate students
 - Provide feedback on and grade all student speeches
- Allkpop Content Feature Writer / Video Producer** June 2017 - present
San Francisco, CA
 - Publish content for most-trafficked K-Pop news site with over 13 million monthly readers
 - Interviews and concert coverage for K-Pop artists and interviews including SEVENTEEN, NCT, Stray Kids, and cast of Pixar's 'Turning Red'
- Picnic Chief Marketing Officer** October 2021 - January 2022
Palo Alto, CA
 - Grew app to over 1 million users in two months — faster than early Snapchat, YouTube, Facebook
 - Solidified branding and curated social media content (Instagram, LinkedIn, etc.)
 - Established partnerships with influential figures including the CEO of Pfizer and Mirani
- MAXPERIENCE Celebrity Agent / Marketing Specialist** December 2020 - April 2021
Seoul, South Korea
 - Pitched marketing campaigns directly to CEOs of entertainment companies
 - Designed global promotion campaigns for top K-Pop artists including Kang Daniel and TREASURE
 - Led projects including BuzzFeed x ATEEZ, FBE REACT x CIX, iHeartRadio x Jackson Wang
 - Established strong connections with media outlets across Southeast Asia and North America

AWARDS

2020 Nick Ferentinos Press Freedom Award First Place (National)
2020 JEANC Journalist of the Year Second Place (National)
2019 NSPA Multimedia Journalist of the Year / Marketer of the Year (National)

LANGUAGES

Korean (Native or Bilingual), Spanish (Elementary)
Python, C, C++, JavaScript, R

SKILLS

Figma, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Final Cut Pro
Entrepreneurship, Software Engineering, Marketing, UI Design, Graphic Design, Leadership