

# PEI-LING LEE

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## WORK EXPERIENCE

### BUYING INTERN, TJX, MAY-AUG 17

Analyzed weekly sales reports to develop merchandise strategies and allocate product  
Communicated and resolved merchandise issues with buyers and product specialists  
Offered creative input to drive sales through store visits and competitive shopping

### EXPERIENTIAL LEADERSHIP UNDERGRAD ASSISTANT, BOSTON COLLEGE, JAN-MAY 17

Coordinated annual campus leadership awards with the Director of Student Involvement  
Managed on-campus relationships to organize and execute a 150-person awards ceremony  
Rebranded two campus leadership programs and designed marketing material for both  
Trained a new LeaderShape On-Site Coordinator for a smooth transition of responsibilities

### RESIDENT ASSISTANT, BOSTON COLLEGE, AUG 16-MAY 17

Encouraged and advised residents in my community, acting as a resource and a mentor  
Planned, implemented, and evaluated monthly programs for the community  
Conducted building rounds, engaged in weekly duty rotation, and enforced University policy  
Created an inclusive, supportive educational living and learning environment for residents

### LEADERSHAPE INSTITUTE ON-SITE COORDINATOR, BOSTON COLLEGE, JAN 16-JAN 17

Recruited students for the January 2017 LeaderShape Institute and engaged with past alumni  
Organized and executed a one-day Catalyst program and an Institute alumni event  
Developed new social media and print marketing materials for 2016-17 Institute

### SUMMER INTERN, BONJOY, MAY-AUG 16

Blogged on conscientious consumerism, fair trade, and bonJOY's ethical practices  
Designed and implemented social media strategies that unified online brand image

### MARKETING INTERN, DATE MY WARDROBE, JAN-MAY 16

Managed Instagram/Facebook/Twitter, wrote blog posts, and designed email campaigns  
Contributed to app/web design through detail-oriented, user-centered feedback

## COLLEGE ACTIVITIES

### NEWS EDITOR, THE GAVEL, SEPT 15-MAY 17

Led a staff of writers and editors to produce engaging and informative campus news content  
Doubled online views of news articles in four months, posting four articles per week

### LEADERSHAPE INSTITUTE, LEADERSHAPE INC, JAN 16

Identified core ethical and personal values; articulated action steps to implement a vision  
Visualized the greater good of a community with a "healthy disregard for the impossible"

### CRITICAL READING COACH, LET'S GET READY, SEPT-DEC 15

Tutored underprivileged ESL high school seniors and juniors in preparing for the SAT  
Served and mentored seniors in constructing their college personal essays

## EDUCATION

### LONDON SCHOOL OF ECONOMICS, 2017-18

General Course Program

### BOSTON COLLEGE, 2015-19

College of Arts and Sciences Honors Program  
International Studies Major  
2016 CRC Press Freshman Chemistry Award  
4.0 GPA

### ARCHBISHOP MITTY HIGH SCHOOL, 2011-15

Valedictorian  
National AP Scholar  
4.68 GPA

## SKILLS

### MANDARIN (SPEAKING, READING, WRITING)



### MICROSOFT OFFICE



### WORDPRESS



### ADOBE PHOTOSHOP



### ADOBE INDESIGN



## PERSONAL

MINIMALISM DOCUMENTARIES  
READING HAND LETTERING TRAVEL  
DIGITAL PHOTOGRAPHY THRIFT SHOPPING