

Kue Cherta Lee

Communications Specialist

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SUMMARY OF QUALIFICATIONS

- Over 6 years of combined experience managing Content Management Systems (CMS):
 - Expression Engine, Drupal, Joomla, Kentico, SharePoint, and WordPress
- Over 6 years' experience creating press releases, social media posts, and web content
- Over 5 years of project management on print, video, photography, web development, and CMS projects
- Over 4 years of experience in training and documentation for end users
- Expertise in Adobe Creative Suite: Acrobat, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Premiere
- Experienced in Google Analytics, AdWords, SEO/SEM, and taxonomies and metadata search systems
- Web programming language proficiency: HTML5, CSS3
- Over 6 years DSLR photography, multi-camera video production, and web design

SUMMARY OF EDUCATION

California State University-Fresno, Fresno, California

2015 - Master of Business Administration (MBA) with Distinction

2010 - Bachelor of Arts, Mass Communication & Journalism with emphasis in Digital Media

Hutchinson Community College, Hutchinson, Kansas

2005 - Associate of Arts, Telecommunications

SUMMARY OF CAREER EXPERIENCE

Community Medical Centers, Fresno, California

Communications Specialist

June 2015 – Present

Community Medical Centers is a nonprofit organization that owns and operates a network of hospitals and treatment facilities in the Central Valley. As the Communications Specialist, I work with a team to research, develop, collect, and publish content onto our website, intranet, blog, and social media channels. My core responsibility is to manage all social media channels (Facebook, Twitter, LinkedIn, etc.) and online reputation (Yelp, Google Reviews, etc.). This includes reporting on the analytics of our website and social media profiles. I also produce graphics for our website, print media, and social media and manage the Marketing and Communications' internship program.

Key Responsibilities:

- Monitor, manage, and respond to communications of all social media profiles for entire organization, to include:
 - 11 Facebook profiles, 3 Google+ profiles, 1 Twitter account, 1 LinkedIn profile, 1 YouTube channel
- Write, edit, and publish content: blogs articles, news stories, social media posts, and internal communications
- Gather, compile, and report on analytics of websites, social media, external conversations, and digital projects
- Maintain the corporate website and facilitate interdepartmental request on content creation and edits
- Provide all facilities assistance in communication initiatives, data analysis, and photography and video needs
- Analyze, and report on digital listening tools as well as new and future Internet and social media trends

Accomplishments:

- Compiled, proposed, and implemented a 6-phase Social Media Strategy and Governance for 2016 and 2017
- Increased average Facebook engagement by 37%, LinkedIn followers by 496, Twitter followers by 284, YouTube viewership by 41%
- Implemented a new WiFi guest landing page – increasing accuracy of Google Analytics
- Proposed and implemented a custom URL shortener to use with news stories and social media posts
- Photographed over 4K photos for organization events, websites, social media channels, and training

Essex Property Trust, INC., Palo Alto, California

Digital Marketing Coordinator

July 2012 – January 2015

Essex Property Trust is the largest, publicly-traded Real Estate Investment Trust (REIT) on the West Coast. As the Digital Marketing Coordinator, I was primarily responsible for maintaining the company's commercial website and intranet, providing training and assistance with social media and online reputation management, as well as managing vendors and contractors for property initiatives. Additionally, I collected, compiled, and generated weekly/monthly reports on leads data, cost analyses, advertising performances for our executives. The biggest achievement I accomplished at Essex was conveying the importance of online reputation management and gaining a universal adoption of a review-response system - implementing it into daily operations as well as customer satisfaction surveys.

Key Responsibilities:

- Managed internal communication sites: eConnect (Joomla), E-Insider (SharePoint), eTube (WordPress)
- Managed social media channels for corporate brand (Facebook, Google+, Twitter, Yelp)
- Write and publish webcasts, blogs articles, Facebook posts, training videos, and internal communications
- Plan, manage, and reconcile annual \$1M budget for Internet listing services (ILS)
- Design, build, and manage external websites for properties
- Analyze and generate weekly and monthly reports on website, ad source costs, and advertising performances
- Miscellaneous duties at corporate events – audio, video, presentation, and photography

Accomplishments:

- Produced 26 internal videos and manuals for internal communications and training
- Transitioned 13 vendor-managed websites to in-house websites; annual cost-savings of \$15K+
- Photographed over 10K photos for Essex corporate events, websites, social media channels, and training

KNXT-TV Channel 49, Fresno, California

Webmaster and Programs Acquisition

June 2010 – April 2012

KNXT-TV is a nonprofit television studio broadcasting faith-based and family-orientated content throughout the Central Valley. As the Webmaster and Programs Acquisition, I was responsible for researching, reviewing, procuring, and generating contracts for broadcast content on our TV station. I was also part of the team who setup and managed a booth at the Annual Diocesan Congress & Youth Day. Additionally, I managed the station's website, social media profiles, and monthly newsletter. My biggest achievement at KNXT was convincing leadership of the importance of online communications and social media – creating and managing its Facebook and YouTube profiles.

Key Responsibilities:

- Update daily programming, communications, and press releases on website and social media channels
- Creating graphics and animation for print, video, and web projects
- Provide assistance to broadcast team as floor director, camera operator, video editor, and audio engineer
- Report weekly to General Manager on website traffic, contract statuses, and project deadlines

Accomplishments:

- Created and managed official YouTube channel; uploading 147 videos and generating over 12K views
- Planned, coordinated, and directed KNXT's International Food Festival with over 65 vendors and 700 attendees

Volunteer Work

Central California War Veterans Oral History Project (2010 – Present)

California State University-Fresno

Principle Designer of ceremony invitations and programs

Fresno Adult School (2011 – 2013)

Beginning Web Design, Class Instructor

INTERNET RESOURCES

Personal website: <http://kuelee.com>

LinkedIn profile: <http://www.linkedin.com/in/kuelee>

Personal blog: <http://blog.kuelee.com>

Writing Samples: <http://kuelee.com/writing-examples/>

Educational Transcripts: <http://kuelee.com/transcripts/>