

Woo Hyung (Julian) Lee

julian@shotbyjlee.com | Sydney, NSW
shotbyjlee.com

Summary

I am a self-motivated and diligent recent Media & Communications graduate from Macquarie University seeking a career within the media industry. I am passionate about content creation on social media and hope to inspire and collaborate with like-minded people.

Education

- **Student** at Castle Hill High School
2015 – 2020
- **Media & Communications Student** at Macquarie University
2021 – 2024

Key Skills

- **Communication:** Can always ensure clear communication in the workplace. Understands the significance of concise communication with team members and customers.
- **Time management skills:** I am always dedicated to prioritizing time management through staying organized. I can demonstrate this through always ensuring flexibility for last minute changes.
- **Reliability:** Can demonstrate the importance to follow workplace procedures in a responsible and productive manner through using my initiative, helping others out when needed and always looking for an opportunity to learn and build my knowledge.
- **Internship & Retail work experience:** Knowledge and work experience under both an Internship and a retail environment has allowed me to capitalize on both my strengths and weaknesses and improve each shift or working period.

Career History

Media and Marketing Intern at Dr Egg Adventures (STEM Education Media Company in Macquarie University)
2023 – 2024

Key Responsibilities & Achievements

- **Content creation:** Used graphics and video-editing programs such as Adobe Photoshop and Premiere Pro and Canva to curate posts, stories and reels on social media platforms.
- **Social media & Email marketing:** Used marketing platforms such as social media platforms (Instagram, X, Facebook, Email Marketing platforms, Hubspot and Mailchimp to send email newsletters to parents and teachers.

Whilst working at Dr Egg Adventures, my work had demonstrated the following:

Reporting Period: 13 August - 16 Sep

- Increased post engagement rate on Instagram by 84% in comparison to the previous 6 months.
- Achieved a 0.4% audience growth on Facebook.
- Increased post engagement rate by 14.38% on Twitter.
- Increase in page engagement by 12.1% on Facebook.

Part of Media and Marketing Pitch for Be Slavery Free's "Chocolate Scorecard" (Part of MMCC3090 - Public Relations and Social Media: Constructing Campaigns Unit)

Key Responsibilities & Achievements

- **Content creation:** Used graphics programs such as Canva and Microsoft Powerpoint to create presentations and slideshows for us to pitch.
- **Researching:** Researching trends in social media and applying theory learned from the unit to create a compelling pitch.
- **Teamwork:** This unit allowed me to work with like-minded peers and was able to learn the significance of communicating effectively by scheduling zoom meetings and staying up to date on deadlines with Be Slavery Free, the company.

Customer Service Assistant at Target Australia

2022 – 2024

Key Responsibilities & Achievements

- **Customer service:** Engaging and communicating with customers through answering questions about products and addressing any concerns.
- **Working as a team:** Being in a retail position, I was able to work cooperatively with like-minded coworkers. This involved communicating and helping my peers when needed.
- **Visual merchandising:** Ensuring the correct products are on show with correct price labels neatly.
- **"KUDOS award":** Earned award for hard work.

Freelance Photography & Design

(Ongoing)

Key Responsibilities & Achievements

- **Photography skills:** I am able to demonstrate my photography skills through building my portfolio showcasing a wide range of themes and concepts. This includes edited work such as Sports, Real Estate and personal photography.
- **Graphic design & Photo editing skills:** Learning and adapting to different types of photography themes has allowed me to hone in my graphic design and photo editing skills to the fullest.
- **Recognition:** I have had the opportunity to showcase my work on social media, as well as receiving helpful feedback from university assessment tasks.

Interests

- Photography & Videography.
- Team building and leadership in sports.
- Content creation on social media (vlogs, blogs, reviews).
- Posting on social media