





# AARON LEE

Digital Marketing & Brand Strategist


## PROFILE:

I'm a Digital Marketing & Brand Strategist with skills in branding, marketing strategy, advertising, website & graphic design, & more. I love politics, country music, playing the guitar, & college football... But, on a more related note, what I really love are brands & connecting with consumers through thoughtfully crafted messaging & creative digital marketing efforts.

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## EDUCATION:

### VCU BRANDCENTER

M.Sc. - Business,  
Branding/Strategy  
2020 (expected)

### VIRGINIA TECH

B.A. - Advertising, Public  
Relations, & Applied  
Communication  
2011

### UNIV. OF ALABAMA

Marketing Management  
2007-2008

## SKILLS:

Creative Development  
Web Design  
Digital Marketing  
Branding & Identity  
Qual/Quant Research  
Brand Strategy  
Graphic Design  
Project Management  
Adobe Creative Cloud

## EXPERIENCE:

### FREELANCE DIGITAL MARKETING & BRAND STRATEGIST

Blue Ridge Creative Marketing | Chantilly, VA | 5/2011 - Present

Extend reach & visibility of clients in a range of industries through website design & development, logo design/branding, digital strategy, UI/UX design & other creative advertising efforts.

### WEB DESIGNER & SOCIAL MEDIA MANAGER

queue, LLC | Raleigh, NC | 6/2017 - Present

Use Wordpress & Adobe Creative Cloud to design & develop websites, digital/print ads, & other marketing collateral for both queue (in-house) & queue clients under direction of agency Creative Director. Develop content & manage all in-house & outside client social media marketing efforts.

### DIGITAL MARKETING MANAGER

Military Benefit Association | Chantilly, VA | 8/2012 - 12/2016

Directly managed and developed all social media marketing & digital brand engagement campaigns. Created campaign landing pages, website content, & other marketing collateral on PRN basis.

### MARKETING ANALYST

BnB Tobacco | Ashburn, VA | 1/2012 - 8/2012

Planned & implemented targeted digital campaigns through SEO/SEM keyword research, provided qualitative & quantitative product research, & drafted copy for website & e-commerce product descriptions. Acted as business development point of contact for golf course sales & business development.