

Hannah Lee

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EDUCATION

University of Virginia School of Arts and Sciences
B.A. Media Studies | Minor: General Business

Charlottesville, VA
May 2027
GPA: 3.8/4.0

PROFESSIONAL EXPERIENCE

UCovered Insurance Inc.

Digital Marketing & Web Design Intern

Remote

Jun. 2025 - Aug. 2025

- **Built company website from scratch** for an insurance brokerage startup helping international students access affordable healthcare plans in the U.S.
- Launched digital campaigns via Meta Business Suite, **reaching 1000+ users and generating 200+ qualified leads in 1 week.**
- Used Wix, Velo, Java, and Excel to **design, code, and analyze user data** to improve user interface, outreach, and service accessibility.

UVA Department of Art

Digital Marketing Intern

Charlottesville, VA

Mar. 2025 - Present

- **Increased Instagram engagement by 35%** and boosted event visibility by creating social media graphics/content.
- **Redesigned department newspaper layout, improving readability and visual flow**, distributed to 500+ subscribers.
- Supported marketing for exhibitions and events, **contributing to a 20% increase in attendance** through targeted outreach.

Nordstrom

Fashion Merchandising Intern

Hybrid

May 2022 - May 2023

- Forecasted Gen Z fashion trends and assisted in **product selection for BP and Savvy, helping align offerings with youth market demand.**
- Provided customer feedback that **informed visual merchandising updates in 5+ regional stores.**
- **Contributed to a 5% lift in weekly sales** by collaborating with cross-functional teams to support engagement efforts.

Eyescream Animation Studio

Global Communications Intern

Seoul, Korea

Jun. 2020 - Jun. 2023

- **Translated and edited storyboards for 100+ animated episodes** distributed globally, including in India and the U.S.
- **Assisted 3D animation production using Maya**, supporting cross-functional teams on major studio projects.
- **Contributed to global marketing campaigns that expanded brand visibility** across international markets.

ADDITIONAL EXPERIENCE

Freelance

Private Korean Language Tutor

Charlottesville, VA

Feb. 2025 - Present

- Privately tutored 3 elementary students in Korean reading, writing, and conversation.
- Designed customized lesson plans based on age and skill level, improving student fluency and engagement.
- Incorporated Korean culture and media to enhance language retention and student interest.

UVA Department of Math

Calculus Teaching Assistant

Charlottesville, VA

Aug. 2024 - Present

- Led extra problem-solving sessions for 50+ undergraduate students.
- Graded assignments using Gradescope and Canvas.
- Supported in-class instruction to improve comprehension of basic Calculus topics.

INVOLVEMENT/LEADERSHIP

The Cavalier Daily

Graphic Design Chair

Charlottesville, VA

Aug. 2024 - Present

- **Designed 30+ print and digital assets** to support major editorial campaigns and social media presence.
- Led visual branding efforts for UVA's independent student newspaper.

UIUX Club

Founder/President

Charlottesville, VA

Aug. 2024 - Present

- **Started a 50+ member design organization**, managing a 6-person board and increasing engagement through events and partnerships.
- **Organized 10+ workshops over 2 years** and real-world design projects each semester to build skills in UX research, prototyping, and client collaboration.

Korean Student Association

Vice President (2025-2026) | Culture Chair (2024-2025)

Charlottesville, VA

Aug. 2024 - Present

- **Vice President: Oversaw cultural programming and internal operations for a 600+ member organization**, coordinating events like Chuseok and Taste of Korea with 200+ attendees, and raising over \$3000 in revenue.
- **Culture Chair: Managed and planned logistics, outreach, and finances for annual cultural showcases (Hanguk Day and K-EXPO)** while supporting club leadership and fostering community engagement.

SKILLS

- **Technical Tools:** Wix, Velo, Microsoft Office, Meta Business Suite, Google Analytics
- **Creative Tools:** QLab, Canva, Maya, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- **Languages & Coding:** Java, Python, Trilingual (English, Korean, Spanish)