Joseph Lees

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**Professional Assist:**

Results-driven marketing professional with a proven track record in executing impactful social media and content marketing campaigns, increasing brand visibility, and driving engagement. Skilled in developing compelling content strategies that resonate with target audiences and deliver desired outcomes. Experienced in conducting comprehensive market research and competitive analysis, utilizing data analysis techniques to identify trends, assess opportunities, and provide actionable recommendations for improved marketing strategies. Collaborative team player with excellent communication and interpersonal skills, adept at fostering strong relationships and leveraging diverse strengths in cross-functional environments. Proficient in strategically developing content, conducting market research and analysis, and promoting collaborative teamwork for successful outcomes.

**Academics:**

College: University of South Florida Freshman- present (senior)

Majoring in marketing and currently hold a 3.4 GPA and plan to graduate in the spring of 2024.

**Experience:**

May 2023-August 2023

Work as an ***Intern in the Marketing Depart*** for ***Smart City*** in Orlando, FL

Smart City is a prominent telecommunications company offering high-quality Internet and voice services within the greater Orlando area and on the Space Coast. With its origins rooted in Disney, Smart City is also responsible for providing comprehensive internet and voice solutions for all of Disney World. During my tenure at Smart City, I have cultivated expertise in a wide range of areas, including Search Engine Optimization (SEO), Pay-Per-Click (PPC) advertising, print marketing, Email marketing, brand management, budget management, social media management, competitive analysis, and proficiency in utilizing Microsoft Dynamics CRM.

May 2021-Present

Work as a ***Valet Supervisor*** for ***SP+*** in Orlando, FL

I work at Disney’s Beach and Yacht Club as a valet supervisor where I am responsible for coordinating a team to take care of customers' vehicles and checking in and out needs. I am responsible for payments, the cash draw, any problems or complaints made by the guests that are related to the valet stand. I also must fill out a report for what happened during the shift and must fill out a damage report if we returned a car with any damage that wasn’t there when they dropped the car off to use.

December 2018- May 2021

Worked as a ***Pet Concierge*** for ***Four Paws*** in Orlando, FL

I would take care of people's pets while they were away for vacation or if they were at work. I would have to feed them, walk them, and, if requested, stay the night at the customers house to take care of their pet.