

AARON LEE

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1 (416) 836-3013

■ CAREER GOAL

I am looking to join an established organization or corporation as a leadership role in the areas of **Business, Sales, Marketing, Operations**, and/or **Technology** – to grow and become a permanent and beneficial member with the organization.

■ QUALIFICATIONS

- **16 years** of experience in the Information Technology Sector
- **16 years** of business experience in the areas of Sales, Marketing, Operations, and Technology
- **9 years** of experience in Digital & Search Marketing (PPC, Email, Search, Marketing Automation))
- **9 years** of management experience with a team size of up to 8
- **9 years** of web production experience creating and managing multi-million dollar websites
- Passion in Business, Technology, and the World Wide Web
- Technology-Savvy, Customer-Oriented Mindset, Innovative, Dedicated, Quick Learner, Hard Working, and Friendly
- Excellent Project Management, Time Management, and People Management skills
- Ability to write and communicate fluently in English and Mandarin

■ EXPERIENCE

Feb 2013 – Present **Director, Marketing & Web Development**

NRI Industrial Sales LLC (Full Time)

Mississauga, Ontario | Ohio, United States | New York, United States | Sharjah, UAE

Responsibilities

- Oversee all offline and online marketing initiatives.
- Oversee warehouse production and operations in Ohio, United States and Sharjah, UAE.
- Oversee customer service department in Mississauga, Ontario.
- Oversee web and digital application development in Mississauga, Ontario.

Key Accomplishments

- Completely centralized all operation units for all warehouses in Canada and the United States which dramatically improved the overall production, reduced operation errors, and increased online and offline sales.
 - Significant contribution to the growth of the company in 2013. NRI was recognized as the #147 fastest growing company in Canada.
 - Increased online sales from \$3 mil/year to \$16 mil/year
 - Manager of the Year (2013) Award
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2009 – 2012

Director of Search Marketing

PPX Services Inc., YTZ Management (Full Time) Toronto, Ontario (3 years)

Responsibilities

- Oversee all online marketing initiatives on key digital assets.
- Oversee web development on key digital assets.
- Oversee large acquisitions on digital assets.

Key Accomplishments

- Achieved ROI well within targeted timeframes for all web investments up to \$1 million USD for PPX International.
 - Established the web production process for the search engine channel for PPX International; established technical documents, rules and regulations, quality assurance process for SEO web projects for the company.
 - Solely developed domain management software (MoneyCMS.com) that allows users to manage multiple domains in one place, providing complete control and management of unlimited number of domains. While being employed at PPX, I offered the software to the company at no cost and the software now plays a critical role in managing more than 30,000 domains for the company.
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2006 – 2009

Information Services Technologist

School District #36 (Full Time), Surrey, British Columbia (3 years)

Responsibilities

- Level 2 & level 3 help desk support
- Field software/networking/server/deployment support for elementary, secondary, and adult schools
- Distributed Learning (Distant Education) support at Surrey Connect

Key Accomplishments

- Recorded numerous supporting videos using Camtasia to create an effective DIY technical support portal. Reducing the overall support requests to Help Desk Analysts and Desk Side Support Staff by over 50%.
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2002 – 2009

Systems Administrator

Muir Investment Team (Part Time), Burnaby, British Columbia (7 years)

- Corporate network (LAN/WAN) design, deployment, and support
 - Server & Backup administration in business-critical environment
 - Software and hardware deployment
 - Onsite and remote support for PC and Mac users (software and hardware)
 - Website design, development and maintenance
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2002 – 2009

IT Consultant

HOP IT Services Inc. (Part Time), Vancouver, British Columbia (7 years)

- Software, hardware, networking support
 - Phone and field support
 - Website design, development, and maintenance
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2005 – 2006

Help Desk Technologist

IBM, International Business Machines (Full Time), Burnaby, British Columbia (1 year)

- Call centre support (software, hardware, networking, and account management) for GAP corporate employees

■ EDUCATION

2004 – 2006 Diploma of Technology in Telecommunications and Computer Networks
British Columbia Institute of Technology (BCIT), Burnaby, British Columbia

VOLUNTEER EXPERIENCE

2009 – Current **New Life Gospel Church of EFC, Scarborough, ON**

- Praise & Worship Deacon

2011 – 2013 **Ronald McDonald House Toronto, Toronto, ON**

- House cleaning duties

1998 – 2009 **Heaven Bridge Church, Vancouver, BC**

- Praise & Worship Deacon