

Emerson Lee

Chicago, IL | 562-330-3961 | foremersonlee@gmail.com

Trilingual communications and marketing professional with experience in data analysis, campaign support, client relationship management, and research across sports, nonprofit, and member-based organizations.

EDUCATION

Northwestern University

B.A. Communication Studies, Minor in Psychology

- QuestBridge National College Match Finalist
- Organizations: WNUR Sports, Northwestern News Network, NU Special Olympics, Northwestern Sports Analytics Group

Evanston, IL

June 2026

PROFESSIONAL EXPERIENCE

PAWS Chicago

Incoming Events & Volunteer Program Intern

- Support the planning and execution of volunteer recruitment campaigns and community events for a leading Chicago animal welfare nonprofit.
- Identify and pursue local event and partnership opportunities aligned with organizational mission and target audiences to expand program reach and generate new volunteer and donor leads.
- Compose volunteer communications (recruitment, event details, confirmations) across email and other channels to support an active events calendar.

Chicago, IL

Summer 2026

Life Time Fitness

Membership Concierge II

- Serve as the primary point of contact for prospective and current members, using a consultative approach to understand goals and recommend memberships, programs, and promotions.
- Conduct 5+ personalized club tours per week and proactively engage a high volume of walk-ins, lapsed leads, and guests with tailored follow-up by phone, email, and in-person touchpoints.
- Maintain an active outreach pipeline of 15+ leads and execute consistent follow-up cadences to re-engage cold prospects and move conversations toward close.

Evanston, IL

08/2025-Present

Nordstrom

Retail Sales Associate

- Generated over \$15,000 in sales within the first two weeks by assessing client needs and tailoring product recommendations, ranking among top performers on the team.
- Maintained a Personal Book CRM of 30+ clients and drove repeat purchases through targeted outreach, styling suggestions, and proactive follow-up.

Schaumburg, IL

04/2025-07/2025

Northwestern University

Student Equipment Manager, Football

- Coordinated directly with coaches, athletes, and staff across a 200+ person NCAA Division I program, managing real-time communication under high-pressure game-day conditions.
- Oversaw game-day inventory, preparation, and post-game collection of all player accessory equipment for the full roster.
- Supported the execution of home, away, and bowl game logistics, adapting to shifting demands and priorities through full seasons.
- Developed and maintained an Excel inventory system, optimizing equipment tracking and improving visibility into usage.

Evanston, IL

09/2022-12/2024

TeachFX

Sales & Marketing Intern

- Partnered with the CRO and Head of Marketing on customer acquisition strategy, competitive positioning, and sales enablement collateral for an edtech startup serving K-12 educators.
- Built and maintained a CRM system to consolidate prospect and customer data, enabling more targeted outbound campaigns and sales outreach.
- Analyzed 10+ competitors' positioning and market strategies to surface market gaps, informing product messaging and sales materials.

Remote

10/2021-01/2022

ON-CAMPUS DEVELOPMENT

Northwestern University

Undergraduate Research Assistant, Communication Studies Department

- Conduct literature reviews for a faculty-led, IRB-approved study on how AI-generated images affect informed consent comprehension and decision-making.
- Translate communication theory into measurable constructs in Qualtrics, strengthening the study's ability to test message framing effects.
- Analyze preliminary survey data and refine variables with faculty to improve clarity and impact of consent materials.

Evanston, IL

01/2026-Present

SKILLS

Relationship Management: Client relations, consultative sales, stakeholder communications, CRM systems, account management

Analytical & Tools: Quantitative research, data analysis, Qualtrics, Excel, Microsoft Office, Adobe Creative Cloud, Google Workspace

Languages: Spanish, Korean