

DL

DEBORAH LEE

VIDEO PRODUCTION | BRAND MARKETING | SOCIAL MEDIA

EXPERIENCE

OBJECTIVE

Lead an innovative team to create impactful campaigns, reach customers in unique ways to promote products and services.

EDUCATION

Hofstra University

May 2011

Master of Arts in Speech Language Pathology

The George Washington University

December 2007

Bachelor of Arts in Speech and Hearing Sciences

SKILLS

- Confident and collaborative leader
- Leader in social media and influencer marketing
- Creator of brand/experiential campaigns
- Excellent at optimizing partnerships
- Proactive, detail oriented, results driven
- Expert Final Cut Pro X, DaVinci Resolve User

LAB TESTED, LLC • OWNER, CREATIVE DIRECTOR

2017-PRESENT

Creative agency producing video content and brand stories among Automotive/Motorsport, Technology/Gaming and Pet industries. Work with influencers and brands to improve marketing and social presence through video production. Direct and produce marketing materials for persuasive 360 degree cross-promotional messaging, to drive brand affinity and desire to purchase products. Maintain relationships with plethora of companies that include but not limited to: Republic of Gamers, Corsair, SRO Motorsport, MSI, Intel, AMD, NZXT, Audi, VW, Lexus, Sony, Edelkrone.

SRO MOTORSPORT • SOCIAL MEDIA, VIDEO PRODUCER

2023- PRESENT

Produce engaging video content and marketing assets for SRO Motorsport and Toyota Gazoo Racing. Onsite production and postproduction assets featuring live races, racecars, track, and interviews. Emphasis on partner relationships with brands such as: Toyota, Hyundai, Subaru, Honda, Continental, Pirelli, and Mobil 1, along with management of influencers (KOLs) in motorsport.

ASUS • SENIOR MANAGER BRAND MARKETING

2021-2022

Managed a team of 12 for ASUS North America's Brand Marketing, Influencer Marketing, Social Media and Video teams. Deployed successful consumer centric, brand marketing campaigns from ideation to execution for all product lines. Developed and measured campaign performance and KPIs, along with QBR reporting, annual and quarterly budget creation, and performance evaluation reports. Directed and organized events, for ASUS and Republic of Gamers, including 30x50 interactive showroom space and activities. Developed partnership SOWs and maintained relationships with KOLs/clients. Reported to and worked directly with Senior Director of Marketing and CEOs.

ANDIE THE LAB YOUTUBE • JOURNALIST, AUTOMOTIVE PRESS

2017-2021

Grew successful brand and social influence. Cultivated and maintained relationships among fashion, pet, and automotive manufactures for ongoing access to new products, press events and marketing campaigns. Worked with lifestyle products and brands, such as Infiniti, Toyota, Audi, Nike, and Yeti. Launched technology sector in 2020, with focused on PC Building, Sim Racing and Gaming. Operated multi-camera setups (SONY Cine user), motion rigs (DJI, Edelkrone, Tilta), proficient in Final Cut Pro X, Davinci Resolve for post-production and video output.

Medstar Georgetown University Hospital • Inpatient SLP

2015-2017

Worked on a fast paced, high intensity, acute care rehabilitation team that focused on the assessment and treatment of feeding, swallowing, and language disorders for all inpatient pediatric units (NICU, PICU, Hematology/Oncology, Transplant).

St. Mary's Hospital for Children • Senior Inpatient SLP

2011-2015

Managed team of 7 inpatient SLPS, providing rehabilitation therapy to individuals with complex medical histories/diagnoses. Specialized in management of pediatric feeding, swallowing, communication, and language disorders.



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