

# Vivian Lee

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This is a **public** version of my resume; please contact me for a full version.

## EDUCATION

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### Massachusetts Institute of Technology

*Candidate for Bachelor of Science in Management Science (Finance) and Asian Studies*

- **GPA:** 4.6/5.0 (major), 4.x/5.0 (cumulative); **SAT:** 2220 (690 CR, 730 M, 800 W)
- **Minors** in Economics and History; **Concentration** in Japanese
- **Relevant Coursework:** micro/macroeconomics, accounting, corporate finance, managerial psychology

**Cambridge, MA**  
*expected June 2012*

## WORK & LEADERSHIP EXPERIENCE

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### C.W. Downer & Co.

*Investment banking analyst*

- Researched over 4000 acquisition targets in the [REDACTED] industries for large-scale buy-side transaction; narrowed down list to top 30 potential targets which client is actively pursuing
- Performed extensive market research in the [REDACTED] industry; assisted in preparation of pitchbook and subsequent marketing materials
- Compiled public and transaction comparables for a variety of buy-side deals, one of which recently closed
- During spare time, prepared complete mock valuation of large public company as part of intern program

**Boston, MA**  
*June – Aug. 2011*

### Unica Corporation

*Product Management intern, NetInsight product group*

- Recommended software solutions to directors of marketing based on minimization of time and cost
- Due diligence of related companies led to negotiation and partnerships with two other analytics firms
- Assessed viability of and analyzed options for entering the [REDACTED] market
- Ported social networking analytics software solution to alternative database structures under strict time constraints

**Waltham, MA**  
*June – Aug. 2010*

### Harvard Business School

*Research assistant to Prof. Anita Elberse & Clarence Lee*

- Refined new econometric regression models to analyze social networks and market diffusion
- Utilized statistical software (SAS, Excel, etc.) to conduct large-scale data analysis of Internet viral videos and their diffusion patterns under tight deadlines
- Resulting academic paper to be published in leading marketing theory journal

**Cambridge, MA**  
*June 2009 – Aug. 2011*

### MIT Science & Engineering Business initiative

*Managing Director of Marketing*

- Lead team of 10 to organize a variety of business networking events and corporate presentations
- Raised \$[REDACTED] in sponsorship funds for the marketing focus group

**Cambridge, MA**  
*Nov. 2009 – Oct. 2010*

### MIT Asian Dance Team

*Founder, president, marketing chair, costuming chair, choreographer*

- In first year, recruited over 70 members with aggressive promotional campaign
- Founded and directed the first annual Boston Asian Performing Arts Festival, which generated >\$[REDACTED] in revenue
- Prepared semesterly showcases for audiences of 200+, in addition to around 40 other performances during the year

**Cambridge, MA**  
*Sept. 2009 - present*

### Sekai no Melody

*Founder, director, lyricist, publicity chair, head of radio programming*

- Founded international, multilingual singing organization; over 300 members and alumni
- Ran aggressive marketing campaign at cultural convention; in combination with informational session and performances, resulted in significant increase in membership
- Successfully trained three women who are now signed to record labels

**Internet-based**  
*Nov. 2006 - present*

## SKILLS, ACTIVITIES, & INTERESTS

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**Languages:** [currently studying] Cantonese, Mandarin, French, Japanese, Portuguese

**Technical Skills:** proficient XHTML/CSS; basic Java, SQL, PHP

**Memberships:** Alpha Kappa Psi (*founder, president*); Beta Sigma Phi (*technical director*), [Asian-interest sorority] (*founder*)

**Activities:** research at Harvard Business School; MIT Asian Dance Team (*founder, director*); MIT-Cambridge Chinese Choral Society (*president*); Dance Revelasian (*director of publicity*); Sekai no Melody, international singing organization (*founder, director*); DanceWorks Boston; National Association of Asian-American Professionals

**Interests:** performing arts (dance, choral music, orchestra, theatre); web & graphic design