

Andrew M.I. Lee

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MISSION:

To use my 9+ years of experience in storytelling, editorial and content strategy to deliver measurable results in the digital age.

EXPERIENCE

Understood.org | NCLD, EDITOR (2013 – Present)

- Write, edit and produce digital content
- Develop and implement strategies to increase traffic and engagement, and drive user behavior
- Convert wonky political messaging into parent-friendly content; test and learn based on data
- Manage teams of creative and technical freelancers, including writers, coders and designers
- Interface with subject matter experts as content is reviewed, edited and delivered
- Key Wins: Increased action email list by 80 percent; raised email open rate and click through metrics by 30 percent, exceeding industry standards; achieved 1,000+ FB likes on a complex piece of policy content; worked with team to double online traffic to 700,000+ unique visitors per month; led build of action portion of new website for parents

In The Life Media, SUPERVISING EDITOR (2009 – 2012)

- Led editing on groundbreaking television show about the LGBT experience, aired on PBS
- Partnered with supervising producer to oversee script, voice over and story writing for the show
- Managed technical delivery of media for broadcast and online distribution
- Helped build out first online presence for the show on various platforms
- Key Wins: Webby Nomination, “Censoring Wojnarovich” (story editor); NLGJA Journalism Award, “Legalizing Stigma” (editor); Museum of Sex exhibition, “Secret Historian” (editor)

Bill Moyers Journal, EDITOR & ASSISTANT EDITOR (2006 – 2009)

- Edited award-winning weekly public affairs television show, aired on PBS
- Executed show deliverables, successfully meeting deadlines and technical specifications
- Key Wins: Emmy, “Buying the War” (assistant editor).

OTHER EXPERIENCE

Pai-Eastman-Bennett Campaign & Donna Smith Campaign, Digital Campaign Manager
GlobalSOMA, Founding Trustee
White & Case | Friedman Kaplan, Lawyer
Federal Appeals Judge Julio Fuentes, Law Clerk

EDUCATION

NYU School of Law, J.D. Law
University of Wisconsin-Madison, B.S. Econ.
Udacity.com, Computer Science 101 and 262

TECHNICAL SKILLS

CMS Platforms, Joomla | Wordpress | Sitecore
Email Marketing, Convio | Mailchimp
Media Management, Fibershare
Web Analytics, Google Analytics
Programming, HTML | Python
Video & Design, Final Cut | Avid | Photoshop | Illustrator | PowerPoint | Camera Operation
Data, Excel
Bug Tracking, Jira
Editorial Management, Sharepoint