

REBECCA LEE

Education	COLUMBIA UNIVERSITY Master in Public Health, Health Policy and Management, February 2011	New York, NY
	CORNELL UNIVERSITY Bachelor of Science, Policy Analysis and Management, honors in Leadership, May 2008	Ithaca, NY
Experience		
2018 – Present	DAWN DESIGN STUDIOS Partner & Chief Marketing Officer <ul style="list-style-type: none">• Lead woman-, minority-owned full-service communications and digital marketing firm servicing national AANHPI (Asian American, Native Hawaiian, Pacific Islander) advocacy organizations.• Recruit, hire, and manage mid- and junior-level staff to provide high-quality client services.• Write and edit op-eds, press releases, blog posts, and other communications materials for clients.• Advise national and local organizations on outreach strategies to multicultural populations.• Lead design and execution of digital events and campaigns in an increasingly remote environment.• Manage relationships with top-tier and specialty/ethnic media outlets to secure strategic placements.	Remote
2013 – 2018	WHITE HOUSE INITIATIVE ON ASIAN AMERICANS AND PACIFIC ISLANDERS Communications Director <ul style="list-style-type: none">• Built and managed team of 6 to operate and maintain website, newsletters, White House blogs, media relations, partnerships, social media, metrics, and targeted campaigns.• Designed and implemented coordinated rollouts, including integrated communications strategy for historic White House Summit on AAPIs (2k attendees, 50+ news stories, 4.13m impressions) and Asian Pacific American Heritage Month commemorations.• Developed processes for communications operations, including manuals, templates, and style guides.• Liaised with White House offices for Communications and Public Engagement to align initiatives and messaging.• Developed and aligned brand and messaging across national/regional teams, Commissioners, and initiatives.• Managed government clearance processes for all external materials.• Advised interagency communications efforts among 24 agencies and offices.• Branded WHIAAPI's Regional Network and advised regional federal officials on outreach and communications.• Increased reach and engagement of social media accounts by 500% through targeted campaigns.• Launched national Act To Change campaign, creating website with resources in six languages and organizing tools, building coalition of 60+ partners, and engaging celebrity support.• Oversaw Regional Network's Region 4 and 5 outreach efforts.• Managed internship program, coordinating recruitment, hiring, project assignments, and performance reviews.	Washington, DC
2017	U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION Public Affairs Specialist (on temporary assignment Jan. – Apr. 2017) <ul style="list-style-type: none">• Developed first-ever comprehensive messaging toolkit for use by 750+ in agency.	Washington, DC
2012-2013	U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES Special Assistant to the Assistant Secretary for Public Affairs <ul style="list-style-type: none">• Coordinated with online, print, radio, and television media nationally and regionally to roll out major Departmental announcements on the Affordable Care Act.• Led communications planning through cross-functional working groups for campaign launches.• Crafted blog and magazine outreach strategy and managed relationships with top-tier media.	Washington, DC
2011-2012	BOOZ ALLEN HAMILTON Senior Consultant Client : U.S. FOOD AND DRUG ADMINISTRATION <ul style="list-style-type: none">• Led communications planning of national consumer education campaign on online pharmacy safety, including guiding multimedia producers and designers to produce brand and managing 12 focus groups and national survey. Client : CENTERS FOR DISEASE CONTROL AND PREVENTION <ul style="list-style-type: none">• Designed communications evaluation strategy, managing eight focus groups of state/local health	Washington, DC

department public affairs personnel and community members to test messaging on cancer clusters.

Client: VETERANS HEALTH ADMINISTRATION

- Led benchmark study on health communications best practices examining 22 campaigns.
- Produced style guide and 100+ branded materials to guide hundreds of communications staff.

2008-2009

KAISER FAMILY FOUNDATION

Menlo Park, CA

Research Assistant

- Secured \$1.9M Gates Foundation grant that served as basis for five-year \$10M effort for new U.S. Global Health Policy initiative.
- Synthesized current events, data, analysis for CEO's perspectives column and national media.

Involvement

2020

BIDEN FOR PRESIDENT

Digital Advisor, AAPIs for Biden; Co-Chair, Chinese Americans for Biden

2018 – Present

ACT TO CHANGE

Co-Founder and Managing Director

- Co-founded nonprofit with actor Maulik Pancholy to combat bullying in the Asian American and Pacific Islander community.
- Lead strategic direction alongside Board of Directors and Advisory Council.
- Launched annual National AAPI Day Against Bullying+Hate in May 2019. In 2021, convened 40 cities and states, 300 community organizations, and 10 major corporations to commemorate this day.
- Raised \$1M+ within ten months, including new investments from TikTok, Netflix, and Sephora.
- Manage Communications Manager.

2011 – Present

CONFERENCE ON ASIAN PACIFIC AMERICAN LEADERSHIP

Washington, DC

Advisory Council (2015-2020), Chair & Board of Directors (2011-2013)

- As Chair, built nonprofit from an all-volunteer organization to one with paid professional staff.
- Managed first-ever Public Service Fellow.

2015

PRESIDENT OBAMA'S VISIT TO KUALA LUMPUR, MALAYSIA

Press Advance Team

Awards

2021 Telly Award, Silver Winner, General – Social Video (Client: Asian Americans Advancing Justice-AAJC)
2012-2014 Presidential Management Fellow
2016 New Marketer of the Year, Asian American Advertising Federation
2011 (2) Gold and (1) Platinum Awards, Spotlight Awards Global Communications Competition

Skills

Management, Strategic Communications, Writing & Editing, Campaign Planning & Measurement, Branding, Media Relations, Strategic Partnerships, Focus Groups & Surveys, Graphic Design, Human-Centered Design, Social Media Analytics, Messaging & Speechwriting, Community Outreach, Event Planning.

Cision, Constant Contact / MailChimp / ActionNetwork, Wordpress, Hootsuite, Adobe Illustrator / InDesign / Photoshop, Microsoft Office.

English (native), Spanish (speaking/writing/reading proficiency), Cantonese (speaking proficiency)