



## JAN F. LEE

INNOVATIVE AND  
CREATIVE THINKING  
PROBLEM- SOLVER

### SKILL SUMMARY

- Experienced non-profit organization management professional with a background in freelance writing and editing; skilled in marketing, event management, interviewing, storytelling, and data-driven decision making.
- Possesses a penchant for refining business processes and creating recruitment/retention outreach efforts based on data analysis.

### CONTACT INFORMATION

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## WORK EXPERIENCE

### Director of Marketing & Communications

Banneker-Douglass-Tubman Museum & Maryland Commission on African American History and Culture (3/2022 - Present)

- Create multi-channel strategies to increase visibility, program attendance, fundraising, and museum visitation via organic social media content, ad campaigns, print marketing, email marketing, press/influencer events, and media outreach.
- Increased social media Followers across channels by 97% from Mar 2022 to Aug 2025, particularly through strategic external partnerships, influencer marketing, paid ads, and increased social media presence.
- Use analytics and media monitoring to improve upon best practices, reach broader audiences, and identify areas of growth.
- Manage Coordinator, seasonal interns, and volunteers, to effectively carry out departmental duties.
  - *Highlight:* Museum and exhibition feature in *The New York Times* article '36 Hours in Annapolis, Md: Things to Do and See' (May 2025).

### Assistant Director

University of Maryland Global Campus (6/2016 - 2/2022)

- Contributed to long-term objectives of growth and retention by creating strategic plans, as well as recruitment efforts to include outreach campaigns and events.
- Tracked enrollment/headcount data in order to schedule hybrid courses and create phone and email outreach efforts.
- Managed daily operations for two permanent offices and several visiting sites, supervising a staff of five employees by providing leadership, quality assurance coaching, training, and support.
  - *Highlight:* Re-established Pentagon site visits via relationship with military partners and UMUC/UMGC stakeholders; saw 17% growth in enrollments from Fall 2017 to 2018 with continued growth to 2020.

### Military Education Coordinator

University of Maryland University College  
(8/2014 - 6/2016)

- Coordinated daily student service office operations for the Fort Meade site and supervised the Team Associate at the Aberdeen site.
- Conducted outreach efforts to include attending education center events, off-base events, and briefing at Newcomer's Orientation.
- Reported daily hybrid course statistics and periodic enrollment/headcount data to management team.
  - *Highlight:* Developed business process for open house lead and applicant follow-up and tracked conversion to enrollment.

### Senior Academic Advisor

University of Maryland University College (8/2011 - 8/2014)

- Attained Lead Advisor role and became point for escalations and problem-solving for fellow advisors.
- Advised students on admissions processes, academic requirements, and military/veteran educational benefits, while providing world-class customer service.
- Sustained effective and professional verbal and written communication with students, faculty and staff, including recruitment events, blog posts, and internal job aids.
  - *Highlight:* Participated in Perfect Advising Appointment focus group and presented to audience of executive management.



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## SKILLS & ABILITIES

- Basecamp
- Canva
- Google G Suite
- Google Analytics
- Meltwater
- Meta Business Suite
- Microsoft Office Suite
- Monday.com
- Salesforce (CRM)
- Tableau Analytics
- Wix
- Wordpress

## OTHER TRAINING

- Power Your Launch Marketing Accelerator 2.0 by Abu Fofanah - Facebook & Instagram Ad Strategy Course
- LEAD Foundations Training for New Leaders (UMCC)
- StrengthsFinder: Maximizing Your Strengths Workshop

## Freelance Writer/Editor

New York, Washington, D.C., and Maryland (2007 - 2012)

- Contributed to national/regional print and online publications, including *Vibe Vixen*, *Juicy*, *Sister 2 Sister*, and *What's Up? Annapolis*, and crafted press and marketing material for clients.
- Served as Editor of weekly beauty e-newsletter, *BeautyNewsNYC*, and managed a team of remote freelance writers.
- Cultivated relationships with public relations firms.
  - *Highlight*: celebrity interviews to include singer Raheem DeVaughn, actor Laz Alonso, and singer Marsha Ambrosius

## EDUCATION

### M.S. in Management: Marketing

University of Maryland University College, 2017

Graduated with a cumulative GPA of 3.75.

Relevant coursework: Legal and Ethical Issues in Global Communication, International Marketing Management, and Statistics for Managerial Decision Making

### Graduate Certificate: Integrated Direct Marketing

University of Maryland University College, 2014

### B.A. in Writing Seminars

The Johns Hopkins University, 2007

Graduated with a major GPA of 3.3.

Clubs: Publicity Chair, Black Student Union; Editor-In-Chief, Perspectives Newsletter; Assistant Director/Producer, Lawrence Dunbar Hughes Theater Company; Colors of Hopkins Host

## VOLUNTEER

### Member, Annapolis Alumnae Chapter, Delta Sigma Theta Sorority, Inc. (10/2020-present)

- Co-Chair/Delegate, Anne Arundel County National Pan-Hellenic Council Committee (2024-present)
- Member, Publicity Committee (2020-2024)

### Chair, Planning Committee, Kunta Kinte Heritage Festival & Board President, Kunta Kinte Celebrations, Inc. (2016 - 2024)

- Led a team of volunteers in the organization of an annual cultural festival and fundraiser event with over 10,000 attendees by 2024.
- Directed marketing initiatives that led to increased festival attendees and vendor participation - 80% increase in festival attendance from 2017 to 2019, as well as increased social media engagement on Facebook, Instagram, Twitter, and YouTube.
- Managed operating budget and increased revenue by 42% within one year, using data to analyze strengths.