

Raymond Lei

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<https://www.leiphotography.co/>

EDUCATION

San Jose State University
Bachelor of Science, Business Marketing

San Jose, CA
Expected Graduation - December 2027

WORK EXPERIENCES

Founder & Lead Photographer & Videographer

September 2025 - Present

Lei Photography Collective

San Jose, CA

- Founded and launched a photography and videography studio, building the website, brand identity, and client pipeline through HoneyBook CRM
- Direct and produce photo and video across fashion, commercial, event, and wedding work, owning concept, lighting, art direction, and final edit
- Write, shoot, and edit short-form content for Instagram and TikTok, holding one consistent brand voice that drives audience growth and inquiries
- Run every client project end to end against committed deadlines, from consultation and shoot direction through post-production and final delivery

Marketing Consultant

March 2025 - June 2025

Tesla (Via SJSU Marketing Association)

San Jose, CA

- Generated 1,000+ high-potential B2B leads across three cities in four weeks through market research using LinkedIn and Skrapp.ai
- Structured 1,000+ leads by industry, location, and role in HubSpot at 95% data accuracy, delivering a targeting database Tesla could act on
- Partnered with a team of 8 to turn four weeks of research into regional strategy recommendations presented directly to Tesla
- Built targeted email and LinkedIn campaigns for 350+ organizations across four industries, grounding messaging in audience research

Content Creator & Strategist Intern

December 2023 - February 2024

ThaiSpoons Restaurant

Sunnyvale, CA

- Researched trends, formats, and audience behavior to shape social strategy, lifting brand awareness 60% in one month
- Tuned content targeting and posting schedules against audience data, reaching 50,000+ users in a single month
- Produced 25+ Reels and posts in Adobe Creative Suite and Canva with a 6-person team, holding a 4-day turnaround
- Led creative development on 10+ projects alongside food content creators and a 6-person team, growing Instagram followers 83%

Sales Representative

September 2023 - May 2025

Massage Chairs & More

San Jose, CA

- Advised 15+ customers weekly in person, identifying individual needs to recommend reliable, tailored products as a trusted advisor
- Applied upsell and cross-sell strategies that improved the customer experience and drove a 30% increase in total sales within one month
- Resolved recurring customer complaints through clear, direct communication, supporting a 4.9-star Google rating
- Worked with 5 colleagues to reach 30 chair sales per month while sustaining a supportive, collaborative team environment

LEADERSHIP EXPERIENCES

Director of Marketing

September 2023 - December 2023

Alpha Kappa Psi - Alpha Xi Class

San Jose, CA

- Planned and executed guerrilla marketing campaigns and events, increasing engagement across 3 social platforms 35% in 6 weeks
- Directed a 16-person creative team producing 15 TikTok video initiatives promoting chapter events and brand
- Partnered cross-functionally with the executive board to execute all marketing efforts, helping raise \$8,000 over 8 weeks
- Analyzed performance metrics to identify trends and improve video engagement, reaching 20,000+ views across platforms

SKILLS

- **Production:** Photography, Cinematography, Creative Direction, Lighting, Post-Production, Mirrorless Camera & Lighting Equipment
- **Software:** Adobe Creative Suite, DaVinci Resolve, CapCut, Canva, HoneyBook, HubSpot, Notion
- **Marketing:** Content Strategy, Social Media Management, Audience Research, Campaign Measurement, Brand Storytelling
- **Languages:** English (Fluent), Mandarin (Fluent)