



Sally Lee, M.P.H.

Sally Lee holds a Master's degree in Public Health and brings expertise in the areas of public health and family services. Sally is skilled in qualitative and quantitative research, survey development and analysis, policy analysis and evaluation, and project management organization. She is experienced in engaging with diverse stakeholder groups including youth, parents/caretakers, and older adults. In addition, Sally utilizes her background in communications and social media to design reports, infographics, data visualizations, and other dissemination materials that have universal appeal and can be easily shared with a variety of stakeholders. Sally is bicultural and fluent in Korean.

Experience

EVALCORP (Irvine, CA) | 2021-Present

Research Associate

- Leads and supports evaluations for programs in the areas of community health and behavioral health.
- Develops evaluation and data analysis plans, including data collection tools.
- Supports collection of data through various methods including interviews, focus groups, and surveys, ensuring data integrity and compliance with project requirements.
- Facilitates interviews and focus groups with diverse stakeholder groups.
- Maintains project datasets, including entering, verifying, cleaning, and coding data.
- Conducts qualitative and quantitative data analyses, interpreting findings to derive meaningful insights and inform decision-making processes.
- Conducts literature reviews.
- Creates data visualizations and summaries of data.
- Translates client data collection tools and other documents.
- Prepares reports summarizing both qualitative and quantitative findings for non-technical audiences, incorporating actionable recommendations tailored to project requirements.
- Provides training to program staff as needed (evaluation and data use capacity building).

Phoenix House California (Los Angeles, CA) | 2020

Health Communication Project Intern

- Conducted literature reviews and created social media content using Canva, Shutterstock, WordPress, and Mailchimp aimed at educating the public on organization's services, mental health and substance issues, and local mental health resources in Los Angeles and Orange County.
- Improved organization's outreach to Spanish speaking communities by utilizing resources both within and outside of organization to gain further insight into local communities and translating program flyers and social media content into Spanish.
- Established organization's identity as leaders in substance abuse and mental health communities by extensively researching trending topics in the field and tailoring messages to different stakeholders on platforms including Instagram, Twitter, Facebook, LinkedIn, Mailchimp, and website.
- Maximized donations from stakeholders by generating creative ways to reach stakeholders via social media content, videos, and blog posts for various marketing campaigns including Giving Tuesday and National Suicide Prevention Week.
- Achieved multifold increase in reach and followers on organization's social media platforms by analyzing platform metrics and identifying opportunities for growth to strategize campaigns.

ODK Media, Inc. (Fullerton, CA) | 2016-2020

Contract Subtitle Creator / Social Media Marketing Assistant

- Developed original content to promote Korean entertainment shows by researching show's cast, air date, script, and synopsis information and creating marketing copies for multiple deliverable types.
- Optimized social media marketing campaigns by targeting audience by age, ethnicity, location, demographics, and preferences.
- Acquired photographs and videos for social media marketing by attending events and establishing relationships with vendors for future collaborative projects.
- Evaluated marketing campaigns with Google Analytics, surveys, and focus groups.
- Streamlined smooth internal operation by mediating interdepartmental conflicts of priorities to successfully generate promotional graphic designs and website launches under tight deadlines.
- Created English subtitles by translating 60 minutes of video content using Subtitle Edit Software for daily turnaround time of 5 hours.

Johns Hopkins Department of Pediatrics and Infectious Diseases (Baltimore, MD) | 2013-2015

Administrative Assistant

- Processed online payments and reimbursements for clinic's staff by reviewing payment receipts, bills, and expense reports.
- Consolidated patient records based on health condition, insurance status, and demographics for clinic's monthly reports as required by hospital.
- Prepared summary reports for research grants and budgets and submitted budget progress updates to research staff.
- Produced step by step instructions with reference to images of software and websites utilized for each data processing task listed above for convenience of current and future staff.

Education

M.P.H.; Keck School of Medicine of the University of Southern California (Los Angeles, CA) | 2021

B.A., Psychology; Johns Hopkins University (Baltimore, MD) | 2015