




# SOOYOUNG LEE

I work at the intersection of **product and service marketing, product management, digital growth, and user experience design, with 9+ years of hands-on experience across the health, wellness, and beauty industries.** My background spans both agency and in-house environments, where I've led data-driven initiatives across digital platforms, product launches, and end-to-end service journeys—delivering scalable, user-centered experiences in regulated and competitive markets. Looking ahead, I aim to continue growing my career in the U.S., bringing together my background in marketing with an increasing focus on UX-informed product and service experiences.

## CONTACT

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 Portfolio

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## CORE SKILLS

- Cross-Functional Stakeholder Collaboration
- User-Centered & Data-Informed Decision Making
- Product & Service Launch Strategy
- Customer Journey & Lifecycle Optimization
- User Research & Insight Synthesis
- Go-To-Market & Growth Strategy
- Global Brand, PR & Localization
- Influencer & Creator Marketing
- Global Brand & Content Strategy
- SEO & Search Visibility Strategy

## EDUCATION

### University of California, Irvine

Bachelor of Science in Environmental Science

2008 – 2012

## CERTIFICATE

- UI/UX certificate - Dec 2025
- Certified Scrum Product Owner® (CSPO), Scrum Alliance- Jan 2025

## RECOGNITION

PR Awards Asia 2019 Bronze Award (Internal Communications) - Jun 2019

## WORK EXPERIENCE

### Crains Communication

#### Freelance PR & Brand Activation Manager

NY, USA

April 2026 – June 2026

- Led U.S. PR and brand activation projects for K-beauty brands, driving market awareness through pop-ups, influencer activations, editor meetings, and community partnerships.
- Executed Abib's SoHo pop-up at Upside Pizza, engaging 20+ creators and editors and distributing 200+ samples to drive brand discovery and product trial.
- Developed Bano's experiential activation strategy, including an influencer yoga event and NYC Brunch Squad partnership to showcase its redness-focused derma skincare line.
- Expanded Bano's U.S. community reach through editor meetings and Coffee&Chill activations across LA, San Diego, and Miami, generating organic social exposure and distributing 1,500+ samples.

### Amway Korea (Nutralite)

#### Brand Marketer

Seoul, Korea

September 2020 – July 2025

#### Personalized Microbiome Analysis Service , *myLAB Microbiome Solution*

- Generated **~\$25M in revenue** and built a **dataset of ~100K microbiome samples** within three years by launching and scaling a personalized microbiome health platform to 66K users and optimizing the end-to-end testing journey across purchase, lab analysis, and report delivery.
- Increased **monthly re-testing rates by 228%** by optimizing the service flow and designing a closed-loop post-analysis experience using targeted CRM communications, personalized recommendations, and subscription pre-enrollment.
- Grew **subscription rates by 44%** from 2024 to 2025 by launching a personalized probiotic pre-subscription program that converted microbiome test results into probiotic purchases.

#### Health Supplement Product Launch and Branding

- Generated **~\$900K through launch promotion and ~\$2.8M in first-year revenue** by launching a sleep-support supplement in Korea's emerging sleep health market and driving compliant go-to-market execution for a regulated consumer health product.
- Delivered **47.9% YoY sales growth** by repositioning Nutralite's long-standing Cal Mag D product through auditing product specifications with I&S and Regulatory teams and redefining key selling points in consumer-friendly language.
- Drove the early-stage development of Nutralite's new 2030-targeted brand, "n by Nutralite," leading digital marketing and GTM strategy.

### Dear Dahlia

#### Global PR Manager (via Crains Communications)

Seoul, Korea

November 2019 – June 2020

- Directed global PR and brand localization **across five markets (US, FR, UK, JP, IT)**, overseeing local agencies and executing high-impact media strategies, influencer campaigns and KOL strategies.
- Generated **~\$35.2M in advertising value, ~118M publication circulation, and ~7.7B media visits** by securing **176 media placements** across five countries through executing market-specific editorial and media relations strategies and partnering with top-tier publications including **Forbes, ELLE, Grazia, and Marie Claire.**

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- Led retail-driven press and influencer activations at **Galleries Lafayette (France) and La Rinascente (Italy)**, organizing MUA-led makeup sessions and pop-up events to build local brand credibility, generating **129 Instagram Stories, 4 posts, 5.35M reach, and 134.7K event-driven impressions.**
- Achieved **1M reach** and a **4.82% average engagement rate** by leading #DearestDear influencer campaign across the U.S. and France market, leveraging a strategic macro-micro influencer mix.
- Executed a celebrity KOL collaboration with Hollywood makeup artist Monika Blunder to strengthen vegan beauty positioning, driving **1.3M video views, 741 engagements, and 460 link clicks within two weeks.**
- Led values-driven influencer campaigns and community activations to strengthen vegan brand positioning, including the #Heart4Paw social campaign and Puppy Yoga events, while pivoting to digital-first influencer content during COVID to sustain brand engagement.

**Weber Shandwick Korea**  
Account Executive

Seoul, Korea  
November 2015 – November 2019

#### Key Clients

- **Global:** Hanwha Group, Samsung Notebook, Samsung Pay, CJ Logistics
- **Regional:** P&G Pampers, Samsung Mobile Bixby, Fisher Price, Tetra Pak

#### B2B Marketing & Corporate Communications | Hanwha Group

- Increased **newsroom page views by 30% and visit duration by 3%**, while driving a **143% increase in newsletter open rates**, by executing an audience-focused editorial strategy and agile paid media campaigns for Hanwha Group's global corporate communications.
- Earned the **PR Awards Asia 2019 Bronze Award (Internal Communications)** by leading the global "Hanwha PROUD" employee campaign across 20 countries and 30 affiliates, generating 526 employee story submissions and culminating in a Times Square OOH activation.

#### Full-Funnel Digital Strategy for Samsung Product Launches | Samsung Bixby, Notebook

- Accelerated early adoption of Samsung's Bixby AI following the Galaxy S8 launch, driving a **4.2x increase in users and a 38% lift in service adoption within three weeks** through integrated paid social, app push, and consumer-facing digital campaigns.
- Designed and executed a full-funnel content strategy to convert awareness into active usage, producing education-driven tutorials and influencer-led content that demonstrated real-world use cases and strengthened user engagement with Samsung's AI ecosystem.
- Increased Samsung Notebook's **Instagram followers by 2,700% and boosted engagement by 195% within one year** by leading a lifestyle-driven social and influencer campaign—addressing low global awareness of Samsung laptops despite strong brand equity across the U.S. and Brazil market.

#### SEO-Driven Visibility Growth & Community Advocacy Strategy | P&G Pampers

- Increased **Naver Share of Voice by 12.2% on PC and 13.6% on mobile** by leading an integrated viral, SEO, and editorial content strategy, optimizing search visibility through ongoing Naver algorithm analysis and influencer-led blog programs.
- Restored Pampers' brand trust after a product controversy by activating parent influencers and micro-ambassadors through community advocacy and localized engagement campaigns.