

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 Team Leadership
- End-to-End Product & Growth Strategy
- Customer Journey & Lifecycle Optimization
- Health & Wellness Portfolio & Go-to-Market Strategy
- User-Centered & Data-Informed Decision Making
- User Research & Insight Synthesis
- U.S. Market Activation & Community Engagement
- Full-Funnel Digital Strategy & Adoption Growth

EDUCATION

CUNY Graduate School of Public Health & Health Policy

M.S. in Population Health Informatics, Part-time

Incoming Fall 2026

University of California, Irvine

Bachelor of Science in Environmental Science

2008 – 2012

WORK EXPERIENCE

Crains Communication

Freelance PR & Brand Activation Manager

NY, USA

April 2026 – Present

- Increased **Amazon Prime Day editorial coverage across Abib and Bano by 1,247% and potential media impressions by 971% versus the previous campaign, generating 229 placements and 3.01B impressions** through strategic content syndication and relationship-building meetings with beauty editors.
- Led offline brand activations for Bano and Abib, positioning Bano as a derma K-beauty brand through influencer yoga experiences, an educational session with Dr. Ban, and local community partnerships, while launching Abib's SoHo pop-up at a popular neighborhood pizzeria to foster creator engagement and maximize product sampling and discovery.
- Expanded Bano's U.S. community reach through the collaboration with Coffee&Chill across LA, San Diego, and Miami, generating organic social exposure and distributing 2,000+ samples.

Amway Korea (Nutralite)

Brand Marketer

Seoul, Korea

September 2020 – July 2025

Personalized Microbiome Health Platform — Product & Growth Strategy, [myLAB Microbiome Solution](#)

- Generated **~\$25M in revenue, scaled the platform to 66K users, and built a dataset of ~100K microbiome samples** within three years by optimizing the end-to-end growth funnel—from purchase through testing and report delivery—and leading cross-functional teams across Regulatory, Laboratory Operations, IT, Customer Service, CRM, and Sales to remove lifecycle friction and improve the member journey.
- Increased **monthly re-testing rates by 228%** by redesigning the post-purchase member experience into a closed-loop journey incorporating targeted CRM communications, personalized health recommendations, and subscription pre-enrollment.
- Increased **personalized probiotic subscription conversion by 44% from 2024 to 2025** by launching a pre-subscription experience that translated microbiome test results into relevant product recommendations and recurring purchases.

Health & Wellness Product Portfolio — Launch, Growth, and Brand Strategy

- 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.
- Defined the early-stage product vision, portfolio positioning, and digital growth strategy for **Nutralite's new brand, "n by Nutralite"**, shaping the customer experience to engage health-conscious consumers in their 20s and 30s.

CERTIFICATIONS

- UI/UX certificate [Noble Desktop]
Dec 2025
- Certified Scrum Product Owner®
(CSPO) [Scrum Alliance]
Jan 2025

RECOGNITION

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

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.**
- 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.**

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.