

SEUNGMIN LEE

BRAND MARKETING

SKILLS

- Market & Trend Research
- Consumer Insight Analysis
- Content & Brand Strategy
- Campaign Planning
- Strategic Thinking
- Cross-Cultural Communication
- Collaboration
- Photoshop
- Illustrator
- Microsoft Excel
- PowerPoint

PROJECT

Sulwhasoo, Rebranding Strategy

- Analyzed recent company performance and market positioning to identify key opportunities for the rebranding campaign.
- Redefined target audience and refined brand strategy to strengthen market relevance.
- Developed core campaign concept and creative direction for a Sulwhasoo rebranding initiative.
- Created marketing visual elements and brand imagery to support the campaign narrative.

K'Urumi, Social Media Campaign Development

- Analyzed current market trends and consumer behavior to develop a relevant brand concept.
- Identified brand pain points and established key social media objectives.
- Developed strategic social media campaign initiatives to achieve defined goals.
- Created a content calendar and established performance metrics (KPIs) to track goal attainment.

EDUCATION

Academy of Art University

Bachelor of Arts in Fashion Marketing

Fashion Marketing

Cumulative GPA: 3.91 / 4.0

San Francisco, CA

Expected May 2026

President's List

Academy of Art University, San Francisco, CA

2023 - 2024

EXPERIENCE

Chocolate Palette, Lotte

Sales Assistant, Contract

2024

- Assisted in the planning, set-up, and on-site management of a pop-up booth, ensuring brand visuals and messaging were consistently aligned with brand identity.
- Engaged directly with customers to communicate product value propositions and strengthen brand perception.
- Contributed to visual merchandising and product display to enhance customer engagement.