

# CHRISTINE S. LEE

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## DIRECTOR LEVEL DIGITAL CONTENT & ENGAGEMENT STRATEGIST

Effective leader in support of commerce, marketing and advertising goals.

Champion of brand voice, differentiation, and user experience for successful audience engagement and growth. Expert in goal-driven content, from simple enhancements to new features and products, driven by audience behavior. Excel at cross-functional and tactical team leadership, creative problem-solving and workflow efficiencies. Priority-driven manager of teams and budgets.

## PROFESSIONAL EXPERIENCE

### TVGla | Los Angeles, CA

2016-present

**Director, Content Development; Senior Strategist** – Head of creative and strategic direction for Agency of Record clients, including JEOPARDY! and Wheel of Fortune (Sony TV), View-Master (Mattel) and SKYY Vodka Global (Campari).

#### Creative & Strategic Leadership

- Content strategy lead for JEOPARDY! digital, developing brand voice and data-driven cross-channel audience engagement.
- Collaborate with creative and social teams on all concepting all creative for Jeopardy.com (including video, articles, photo lists), directing tone, visual style and messaging to align with strategy.
- Create and present strategy briefs and presentations for major client initiatives and proposals.
- Produce monthly editorial calendar to align with client objectives, identifying angles of highest audience engagement.
- Advise on user experience and all messaging on site and mobile experiences.
- Provide ideation on new business pitches as needed.

### TARGET CORPORATION / TC4 COOKING COMPANY | El Segundo, CA

2014-2016

**Director, Content & Social Media** – Head of content for subsidiary sites (Cooking.com, CHEFS Catalog) under Target Corporation, leading re-launch of Target Recipes on Target.com.

#### Brand Development & Engagement Expertise

- Helped form re-branded position and experience for Target Grocery (including owned brands), including native digital advertising opportunities.
- Consulted on engagement strategy with agencies and third party content providers around global marketing initiatives (including TV spots, article and video concepts) to re-brand Target Grocery and CHEFS merchandise point of view.
- Served as cross-functional project leader between Marketing, SEO, Technology, Design, Creative and Advertising groups to gain alignment and recommend best practices to Target.
- Defined functionality specifications and acted as QA sign-off in creation of customized content/commerce management system.
- Staffed, trained and led creative team, created cross-team workflow process, style and brand voice guidelines, and sponsored content templates.

### COOKING.COM | MARINA DEL REY, CA

2008-2014

**Director, Content & Social Media; Editorial Producer** – Owner of traffic goals in support of ads and e-commerce

Digital Marketing, Advertising & Social Media

- Responsible for delivering 55-70% total site traffic. Developed content email program and promotion calendar to drive traffic and meet advertising goals.
- Helped secure advertising business with constant innovation around traffic-driving features, advertorial content and other sponsorship opportunities.
- Provided value-add and cross-promotion opportunities for Business Development and Advertising teams on joint lead generation partnerships and content licensing relationships (including contract negotiations).
- Established presence and oversaw KPIs on all social media platforms: Facebook, Pinterest, Twitter and Instagram. Ran campaigns for audience growth, brand awareness and referred traffic.

#### E-Commerce & SEO Integrations

- Resourced and launched content destination in support of key ecommerce category. Worked with Merchandise and Product teams on integrated content-shopping experience driven by audience and SEO demand.
- Supported SEO efforts, including keyword-rich descriptions, social media tie-ins, infographic content and relevant linking.

#### **AOL CITYGUIDE/DIGITAL CITY | Beverly Hills, CA**

**2000-2007**

**Senior Editor, Editor, Assistant Editor** – Leader in delivery of targeted and scalable travel & dining content

#### Leadership & Management

- Sustained site traffic with daily content for entertainment and travel guides for major U.S. markets.
- Created features and guides around national-interest events, such as the 2002 Winter Olympics and Sundance Film Festival, as well as national features that drove 80% of site traffic.
- Led national team of editors in traffic-driving feature launches, overseeing implementation at every phase.
- Established content strategy and process best practices across all regional hub offices.
- Staffed and managed editors in-house and writers in remote cities, monitoring brand voice; created onboarding materials and content templates.
- Facilitated dialogue and created content for cross-marketing opportunities within AOL and across local TV spots.
- Led diversity task force in researching demographics and compiling a style guide to improve content and authentic voice across 37 sites.

### **ADDITIONAL EXPERIENCE**

#### **SCRATCH DJ ACADEMY | Los Angeles, CA**

**2008-2010**

**Teaching Assistant, Private Instructor**

- Advanced from beginner student to teaching assistant for Beginning and Intermediate DJ courses (Intro to DJ-ing, Intro to Mixing). Became private instructor using Scratch Academy curriculum.

### **EDUCATION**

#### **DESIGNLAB | [trydesignlab.com](http://trydesignlab.com)**

- Course certifications: UX Research & Strategy, UX Design

#### **UNIVERSITY OF CALIFORNIA LOS ANGELES | Los Angeles, CA**

- Bachelor of Arts, English