

# Yunjoo (YuRa) Lee

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## Social Media Manager

Adaptable and innovative professional with a long history of success leading social media strategies and growing global online communities. Exceptional communication skills and ability to develop long-term relationships with key industry influencers and stakeholders. Skilled at developing engaging content that aligns with company goals.

## Areas of Expertise

Community Management | Social Media Marketing | Team Leadership | Communication  
Influencer Marketing | Organic & Paid Marketing | Email Marketing | Customer Support | Data Analysis |  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)

## Professional Experience

**Oatly**, Remote

**May 2023 - Present**

### Global Community Manager

Builds relationships with and engages target audience, ensuring all interactions match brand guidelines. Grows global community across all social platforms and communication pages.

- Organized and implemented marketing messaging and strategies across social media and emails.
- Tracked social and community trends or feedback and report to relevant stakeholders.

**Lenovo Legion**, Morrisville, NC

**April 2021 - May 2023**

### Global Social Media Lead

Led creative content development and publishing on all global social media channels while maintaining social calendar.

- Mediated collaboration across multiple internal teams, streamlining and unifying outward facing communication
- Managed projects for numerous creative agencies to produce always-on social content.
- Partnered with influencers on sponsored activations to foster a growing and more genuine audience.
- Grew community by 20% across major social platforms.

**@UrCollegeSis**, Remote

**July 2020 - April 2021**

### Graphic Designer & Social Media Associate

Implemented SEO strategies in posts, Instagram reels, and stories to increase organic reach to 30K+ weekly views.

- Spearheaded all visual branding and social guidelines to develop a safe and inclusive design for the community.
- Created 4+ social media series for the Instagram account that generated 20%+ in engagement rate.
- Grew account to 14K+ followers in less than 6 months through organic content, Pinterest, and email marketing.

**Freelance**, Remote

**April 2020 - April 2021**

### Video Editor and Graphic Designer

Produced and edited video for clients, including social media influencers, startups, and local marketing firms.

- Managed 6 junior video editors and coordinated the team to complete projects with workflows like Asana.
- Created high quality content for clients, gaining 50k+ subscribers in 3 months on YouTube with 5% engagement rate.

**Glimpse**, Remote

**May 2020 - August 2020**

### Head of Branding and Graphic Design

Led external collaboration meetings with social media creators and influencers for feedback.

- Established all brand external and internal visual guidelines to stay consistent across app, website, emails, and logos.
- Grew company's social media accounts 340% in one month and created content shown to 10k regular users.

## Education

**Bachelor of Arts (BA), Visual and Media Studies, 2020**

Duke University, Durham, NC