


YiJung LEE

2 Rue Crillon, 75004, Paris, France 

Tel: 07.66.56.85.88

Mail: yijung.lee@ieseg.fr

Driver's license: B

Current: Auto-Entrepreneur

+ 4 years experiences in FMCG

Specialize in Asia and Europe

Experience with on/offline media plans and reports

Basic HTML5, Photoshop



Education

*IESEG School of Management (AACSB & EQUIS)

Jan 2011 - June 2014 - France

MSc. in luxury marketing & negotiation track

- Worked as a junior consultant in a Belgian company: DSC (Fundraising and Marketing)

* New York University

Aug. 2005 & Aug. 2008 - USA Summer program

Internationally minded and other skills

Languages

Trilingual

-  Chinese Mandarin
-  Taiwanese
-  English (TOEIC 970/990)

Fluent:

-  French

-  Japanese:

Notion:

-  Korean

Information technology

Pack office (Excellent)

PhotoShop (Good)

HTML 5 (Good)

Google Analytics

Google Adwords

Professional skills

Specializes in digital marketing (Affiliation, Display, RTB, SEO, SEA, E-CRM, Mobile, E-mailing)
+ Branding
+ Performance

Internal/External communications

Reputation management and data-driven marketing

E-commerce and luxury marketing

New technologies

Trade Advisor (Asia-Europe)

Professional experience:

Aug. 2018-
Present
(3 months)
France

Business Consultant – Freelance

- Ecosystem coordinator of startups and government agencies
- Business advisory: assess customers' project feasibility (market survey, tax&law verification), and offer tailor-made support (business plan, advisories).

Jan. 2018-
Aug. 2018
(8 months)
Taiwan

Business Development Manager- Head of Business department – Chamber of Commerce

- Management of the business development department
- Improvement of the business services revenue and service quality.
- Organization of several French business delegations visiting Taiwan.
- Business center management and company creation advises

Jan. 2017-
Nov. 2017
(11 months)
France

Marketing coordinator of Lancôme APAC at L'Oréal luxe (Asia zone) – Cosmetic

- Optimizing E-Commerce in the dynamic APAC landscape with analytics to deploy and share strategies that grow awareness and deliver a best-in-class digital experience for the brand's customers.
- Monitoring ROI of Sales, SEO/SEM, and KPI analysis,
- Coordinate marketing plan & brand strategy alignment

Nov. 2015-
Oct. 2016
(11 months)
Taiwan

Senior planner at Carat- Dentsu Aegis Group – On/Offline Strategy

- Responsible for diverse accounts of L'Oréal luxe: Lancôme, YSL, Giorgio Armani
- Monitor benchmarks and monthly competitive watch
- Set up media campaign to drive up focused products and campaign performances
- Reporting, optimization of campaign investments
- Data crunching

Sept 2014-
Oct. 2015
(1yr & 2 month)
France

Data manager at Mediacom- Group M- WPP Group – Consulting & 360°

- Responsible for diverse accounts: H&M, GEOX, SEAT, Goodyear and Dunlop
- Coordinate international clients, the media subsidiaries
- Monitor benchmarks and monthly competitive watch
- Reporting, optimization of campaign investments
- Data crunching

July 2013
Feb 2014
(8 months)
Intern
France

Assistant to Display manager at HAVAS Media Digital – Web & Digital

- Responsible for diverse accounts: Darty, Numéricable, ACCOR, AIR France, FDJ
- Propose display recommendations and media planning
- Pilote campaigns: Set up, monitor et analyze results
- Reporting, optimization of campaign investments
- Assemble and diffuse weekly newsletter for Business Unit

Jan 2013
June 2013
(6 months)
Intern
France

Assistant to E-commerce manager at L'Oréal luxe – Web & Digital

- Analyse and benchmark ecommerce and digital marketing KPIs to identify trends and recommendations for the markets to drive sales growth and maximise conversion rates
- Monitor markets performances & trends to provide recommendations to markets e-commerce managers to maximize sales by leveraging e-marketing, commercial offers and onsite assets.

Mar 2009-
Dec 2010
(1 year & 10 months)
Taiwan

Customer service manager at Taipei World Trade Center – Import et Export

- Assistant to account executive: managed relationship between buyers and suppliers
- Manage of event relationships and planning
- Organize commercial exposition

July 2010-
Sept 2010
(3 months)
U.S.A

Client service specialist at Old Edwards Inn hospitality Group – Hotel & Resorts

- Responsible for customer satisfaction and loyalty
- Organize weddings and special events

Sept 2008-
Feb 2009
(6 months)
Taiwan

Marketing assistant at Interpublic Group of Companies. Inc. (IPG) Golin Harris and Weber Shandwick Worldwide – Press communications & Events

- Responsible for diverse accounts: Yahoo! Kimo! P&G, Unilever, 3M
- Propose and implement functional evolutions and optimization of press communications
- Event Coordination, reporting and statistics follow-up
- Build and template internal reports for top management on ROI of media pitch

Leadership & activities:

2014-2016
France

1.5 years of sales experience

- Beauty and sales consultant at Dior, YSL, Lancel, and Alexandre McQueen

Aug 2011
South Africa

Co-Founder of Youth Ambassadors Program, ACTION 2011

- Responsible for partnerships, funding and local contacts