

Contact

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(LinkedIn)

Top Skills

Community Service
Leadership
Interpersonal Skills

Certifications

Google Analytics Essential Training
SEO Foundations
OMCA Certification for Online
Marketing Associate Test Prep
WordPress 5 Essential Training

Stephanie Le

Brand Marketing Coordinator | HI-CHEW
Tustin, California, United States

Summary

Bachelor of Arts in Business-Administration with a concentration in Marketing. Eager to increase my professional experience to be applied to the marketing industry. Initiator, adaptable, results-driven.

Experience

Morinaga America
2 years 5 months

Brand Marketing Coordinator | HI-CHEW
January 2025 - Present (2 months)
Irvine, California, United States

Brand Marketing Assistant | HI-CHEW
October 2022 - December 2024 (2 years 3 months)
Irvine, California, United States

- Served as a primary liaison and point of contact for HI-CHEW's external agency partners, including digital marketing (Multiply, MullenLowe), public relations (SharpThink), sports marketing (Yoshimoto), brand ambassador (Modern Talent, PUSH), and others, ensuring seamless communication, issue resolution, and successful campaign execution.
- Fostered and directly managed strategic brand partnerships between HI-CHEW and multiple high-profile organizations, including premier music festivals (Coachella, Escape Halloween), MLB teams (Detroit Tigers, St. Louis Cardinals, Chicago Cubs), and NCAA institutions (Duke University), driving brand awareness and revenue growth through collaborative marketing initiatives.
- Spearheaded the development and execution of a 30'x40' tradeshow booth (2024 Sweets & Snacks Expo), successfully showcasing company offerings and enhancing brand visibility. Responsibilities included creating detailed timelines, liaising with tradeshow officials, overseeing shipping and delivery of booth materials, producing a custom product video for in-booth display, and vetting/collaborating with multiple booth vendors to ensure seamless installation and execution.

- Managed and executed a number of HI-CHEW's in-person events, including (40+) sampling activations, pop-up shops, and various experiential marketing initiatives, ensuring seamless logistics, brand consistency, and memorable consumer experiences.
- Developed and distributed comprehensive monthly marketing newsletter reports to diverse stakeholders, including internal cross-functional teams, external sales partners, and global headquarters in Japan, providing actionable insights and updates on marketing initiatives, campaign results, and brand performance.
- Leveraged knowledge of pop culture trends, Gen-Z insights, and digital marketing acumen to provide valuable contributions, informing strategic decisions and driving innovative campaigns that resonate with target audiences.

California State University, Fullerton
Resident Advisor
August 2021 - May 2022 (10 months)

Feedfeed

1 year 4 months

Account Coordinator

June 2021 - December 2021 (7 months)

- Lead development of program results decks to communicate campaign successes.
- Draft client-facing decks to communicate all the details of sponsored programs.
- Work cross-functionally with Editorial/Production, Social, and Influencer departments for both client programs and internal duties as needed

Production Intern

September 2020 - May 2021 (9 months)

- Record and systemize sponsored content performance data; tracking long-term and daily content growth to ensure SOWs are met, develop program result decks to communicate campaign success to clients.
- Assist with digital program and campaign production within various departments as needed; publishing recipes, overseeing sponsored contest performance.
- Draft and share content across multiple Feedfeed social media verticals amassing over 3MM followers.

California State University, Fullerton

Resident Advisor

August 2019 - June 2020 (11 months)

Fullerton, California, United States

- Mediated and provided conflict resolution in a professional and timely manner.
- Planned, promoted, and executed diversity and inclusion programs for over 1900 new and returning residents and staff members to ensure a safe and positive workspace.
- Managed various administrative duties including maintenance requests, incident reports, and developing marketing material.

Bumble

Campus Outreach Manager

July 2019 - January 2020 (7 months)

Orange County, California, United States

- Researched, analyzed, and capitalized on current trends in order to best market to our targeted audience, thus developing brand recognition.
- Organized, planned, and executed multiple community outreach events to increase app growth specifically on campus (California State University, Fullerton).
- Initiated, developed, and maintained relationships with community and campus leaders.

Business Inter-Club Council

Student Intern

December 2018 - June 2019 (7 months)

Fullerton, California, United States

- Assisted with operations during biweekly council meetings contributing to professional growth.
- Provided administrative support to ensure productivity and efficiency.
- Co-organized, assisted, executed, and hosted multiple professional-growth related events.

Education

Cal State Fullerton, College of Business and Economics

Bachelor of Arts in Business Administration, Marketing

Arnold O. Beckman High School

High School Diploma