

# YOUNHO LEE

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## COMPETENCY

CONCEPT DEVELOPMENT  
CAMPAIGN/BRANDING  
PRESENTATION  
DATA VISUALIZATION  
INTERACTION DESIGN & DEVELOPMENT  
PROTOTYPING

## CODING

HTML/CSS /JAVASCRIPT  
DATA VISUALIZATION W/D3.JS  
NODE.JS & APIS  
OPENFRAMEWORKS  
PROCESSING  
VR/AR DEVELOPMENT W/UNITY

## TOOLS

PHOTOSHOP  
ILLUSTRATOR  
PREMIER  
AFTER EFFECT  
KEYNOTE  
POWERPOINT  
PREZI

## WORK

### GOOGLE Industry Manager in Korea

Jan 2014 - Aug 2016

- Responsible for growing ads business through consulting digital content and media strategies and managing relationships with CPG clients including Coca Cola, L'Oreal, Nestle, P&G, AB Inbev, Johnson & Johnson, etc.
- Served as a project leader for the YouTube beauty creator collaboration program such as Amore Pacific's Beauty Week to create the beauty ecosystem on YouTube.
- Presided over sessions to show how clients can harness Google solutions such as YouTube, Google Search and mobile ads for their business.
- Conducted media research, content strategy workshops and market analyses for clients.
- Assisted the team in achieving the annual revenue growth from clients in the beauty and beverage industry by more than 200% YoY.

### YG ENTERTAINMENT Head of Brand Strategy

Aug 2011 - Jan 2014

- Responsible for marketing and branding for one of the top entertainment company in South Korea.
- Developed and managed new BI and conducted brand collaboration projects with Samsung, Hyundai Card, MMMG, etc.
- Established a long-term brand strategy for artists including Psy, Big Bang, 2NE1 and new groups and planned marketing campaigns for music albums and concerts.
- Conducted strategic affiliate marketing with digital media such as NAVER and KaKao.
- Developed and managed official blog website, YG-LIFE.
- Awarded 2013 KOREA FIRST BRAND grand prize for the most valuable brand in Korea.

### DAEHONG COMMUNICATION Account Executive

Jan 2009 - Aug 2011

- Responsible for organizing and designing advertisements for LOTTE CARD, KCC, and other clients.
- Planned, managed, and analyzed clients' Integrated Marketing Communication campaigns by running ads for TV, radio, print, online, and outdoors.
- Created and presented advertising campaign proposals for clients, and managed and analyzed advertisements to be run on TV, radio, newspaper, internet, and outdoors.
- Awarded 2009 KOREA ADVERTISING AWARDS for the LOTTE CARD advertisement.

### CHOSUN DAILY Photographer Intern

Nov 2007 - Jan 2008

- Assisted photo journalists by taking topic-related photographs for the daily newspaper.

## EDUCATION

### NEW YORK UNIVERSITY MPS

Sep 2016 - Current

- Master candidate of professional study in ITP (Interactive Telecommunication Program)

### YONSEI UNIVERSITY BA

Mar 2002 - Feb 2009

- Bachelor of Arts, economics (major), communications (minor)
- GPA : 3.34/4.3