

# michelle lee

brand strategist

michylee@gmail.com

571.228.7535

www.michylee.com

## where i've learned

### VCU BRANDCENTER | 2020

#### M.S. BUSINESS & BRANDING

Creative Brand Management concentration  
*2x scholarship winner, Student Ambassador*

### JAMES MADISON UNIVERSITY | 2015

#### B.A. MEDIA ARTS & DESIGN

Journalism concentration  
Studio Art minor

### UNIVERSITY OF URBINO | 2012

#### STUDY ABROAD, JOURNALISM

## what i can do

Positioning + identity development  
New market entry • Cultural analysis  
Target personas • Segmentation  
Ethnographies • Journey mapping  
Design sprints • Creative briefs  
In-depth interviews • Survey design  
Deck narrative + design

## ask me about

- Mining insights from movies/TV shows
- Taking a sign language class to learn about cultural nuances
- Being a photographer, and how it made me a design thinking strategist

## what i've done

### SENIOR STRATEGIST | LE TRUC, PUBLICIS GROUPE

#### NEW YORK CITY, NY | PRESENT

- Developing brand purpose to position Pfizer's Global Business Services as the center point of changing patients' lives
- Uncovered how to break old habits of Samsung Galaxy owners to demonstrate how phone trade-ups don't come with trade-offs

### STRATEGIST | BIG SPACESHIP

#### NEW YORK CITY, NY | MAR 2021-SEP 2022

- Developed brand strategy to elevate Lightricks from being a suite of mobile editing apps into a creator services platform
- Explored what it means to be a creator and redefined Lightricks' value proposition as guidance in the creative process to help users discover their eureka moments
- Discovered the intergenerational effect on financial independence and provided recommendations on how Chase can be the bank that grows with parents and their children

### BRAND STRATEGIST | JOE SMITH CONSULTANCY

#### RICHMOND, VA | AUG-DEC 2020 (CONTRACT)

- Spoke with electrical distribution workers about the complex relationships within supply chain to position Border States Electric as the national distributor with local presence
- Facilitated brand essence workshop with c-suite to distill the all-embracing sentiment around Indian Motorcycle as the bike for fearless riders

### DIGITAL CONTENT SPECIALIST | DISCOVERY INC.

#### WASHINGTON, D.C. | NOV 2015-APR 2018

- Evaluated program content for Discovery networks to create solutions for video, audio and story flow anomalies
- Increased accuracy rate of high priority content from 93% to 99% for Discovery's 2017 Shark Week campaign