

Ha Eun LEE

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EXPERIENCE

WISHLIST APPAREL // SEPTEMBER 2021 - CURRENT GRAPHIC DESIGNER / WEB MANAGEMENT

- Designed 3-5 weekly website advertisements for Wishlist website and third-party market platforms
- Managed Wishlist social media presence and created content
- Executed weekly marketing email campaigns utilizing Mailchimp
- Produced monthly trade show large-scale advertisements: lookbooks, digital and printed material
- Oversaw weekly e-commerce photoshoots and bi-yearly lookbook shoots
- Analyzed web customers and sales utilizing FX5 program
- Managed daily web uploading on Wishlist site and third-party market platforms

L LOVE INC. // JUNE 2021 - SEPTEMBER 2021 GRAPHIC DESIGNER / WEB MANAGEMENT

- Executed daily marketing email campaigns utilizing Mailchimp
- Analyzed web customers and sales utilizing CICOM program
- Produced promotional, design content for all departments

OFFICE OF HOUSING & RESIDENCE LIFE AT CAL STATE LA // JUNE 2019 – JUNE 2021 GRAPHIC DESIGNER/ MARKETING ASSISTANT

- Designed weekly social media graphics for Facebook, Twitter, and Instagram
- Created posters to advertise various events happening within Housing and on campus
- Planned out various advertising methods
- Created content for various departments on campus in addition to Housing & Residence Life

MULLEN LOWE (CA AVOCADOS COMMISSION) // SEPTEMBER 2019 – NOVEMBER 2019 FREELANCE GRAPHIC DESIGNER

- Pitched concepts for California Avocados campaign
- Designed a number of graphics for California Avocados for their marketing

EDUCATION

B.A. ART (GRAPHIC DESIGN/VISUAL COMMUNICATION AT CAL STATE LA)
MAY 2021

PROFICIENCIES

SOFTWARE: Adobe Programs: Illustrator, InDesign, Lightroom, Photoshop, Reader & Acrobat |
Microsoft Office: Excel, Powerpoint, Publisher, Word | Other: StarRez

OTHER: Bilingual in Korean and English

REFERENCES

AVAILABLE UPON REQUEST