

Christine S. Lee

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CROSS-FUNCTIONAL LEADER - CONTENT & PRODUCT STRATEGY - BRAND GROWTH

Executive leader with 20+ years experience growing startup to enterprise brands with cross-platform content engagement strategies. My specialties include multi-level, cross-functional leadership, goal-focused creative strategy and execution through scaling process.

WORK EXPERIENCE

"THE LOUD FAMILY - UNSHATTERED" PODCAST

Produced limited series about the Loud family's experience of becoming the first reality TV family in groundbreaking PBS docuseries, "An American Family" (1973).

Co-Director, Producer, Writer

12/23-6/24

- Awarded 2024 Signal Award Silver honors for Best Indie Podcast, Best TV & Film Podcast.
- Achieved up to +1,000 downloads per episode (top 10% podcasts), average 85% episode completion rate.
- Wrote episode outlines, co-hosted and conducted group interviews with the Loud family.
- Advised and executed exclusive content social media campaign with release of podcast episodes, achieving double reach of Instagram non-followers to followers via community management and tagging strategy.

CENTERFIELD MEDIA

Built strategy and collaborative process from ground-up for new organic customer acquisition capability via consumer guide web brands. Led remote/hybrid team leadership best practice.

VP Product

3/22-12/23

- Launched new product and design team from ground up for Centerfield's portfolio of 13 brand websites in 6 verticals, generating \$40MM and reaching 175MM organic visitors annually.
- Improved conversion actions 8% on highest revenue site, Broadbandnow.com. Established content and product purchase funnel across page types.
- Lifted conversion rate 5% on B2B sites, plus support \$2MM incremental revenue sponsorship opportunities for enterprise clients.
- Established new UX design system and style guides to scale product templates across sites, added user market research for brand direction.
- Led cross-vertical strategy and alignment between multiple stakeholders including

SEO, sales and marketing. Unified roadmapping and reporting.

VP Content

10/20-3/22

- Grew organic traffic by 30% through improved brand positioning, new processes & documentation to scale more than 9,000 new and updated articles.
- Increased content update volume by 80% for search optimization, scaling high-quality content to drive conversion.
- Established new lead role mentoring team of 60+ remote full-time and freelance editorial staff. Created new team org structure. Mentorship led to three team member promotions after one year.
- Implemented new cross-functional intake from SEO, media, marketing and sales for holistic content strategy and branding.

TVGLA / SONY TV

Drove cross-channel new audience strategy for \$2.5MM account (JEOPARDY! Sony TV), driving digital engagement and contestant recruitment for Emmy and Peabody-winning game show.

Director, Content | Senior Strategist

3/16-10/20

- Head of creative and strategic digital engagement for Agency of Record clients, including Sony TV (JEOPARDY! and Wheel of Fortune), Mattel and Campari. Pitched and presented client briefs for approvals and collaborative execution.
- Content strategy lead for JEOPARDY.com redesign and contestant online test. 13% lift in online test registrations, 20% lift in traffic to contestant content via home page.
- Developed brand voice and cross-channel engagement for JEOPARDY! digital, reaching up to 49MM across digital channels.
- Produced multimedia content for cross-channel campaigns, including YouTube feature videos, short and long-form articles, email, on-air promos, sponsored content, and talent interviews.

TARGET

Content product lead for new recipe product to rebrand Target's owned grocery brands, driving sales and ad revenue.

Director, Content & Social

4/13-1/16

- Head of content for Target Corp subsidiary brands (Cooking.com, CHEFS Catalog), lead content audit, strategy and product requirements for redesign and site content migration.
- Developed strategic brand position for Target recipes, tagged and reclassified more than 1000 recipes for custom content-commerce management system to support grocery, owned brands and kitchen product sales.
- Cross-functional lead (marketing, advertising, SEO, technology, design) within Target on sponsored ad placements and best digital engagement practices for global marketing initiatives, including TV, print and digital spots.

- Trained and led content and creative team, created cross-team workflow process, and developed style and brand voice guidelines and sponsorable products.

COOKING.COM

Developed new revenue stream via ad traffic monetization for white label kitchen retailer of major food brands (including Food Network, Starbucks).

Director, Content & Social | Editorial Producer

6/08-4/13

- Drove 70% of total site traffic in support of ad revenue via content email and product strategy. Advertorial and high engagement products boosted traffic 30%.
- Developed upsell lead generation products (co-branded interactive sweepstakes) for business development and advertising partners.
- Led user-generated content strategy and product requirements to increase new content 10%.
- Maintained zero cost content licensing partnerships by developing native cross-promotion opportunities.
- Launched social channels (Facebook, Pinterest), ran platform campaigns for incremental email audience growth.

AOL

Scaled quality content, operations and process for AOL local product (CityGuide).

Senior Editor | Editor | Associate Editor

3/00-5/07

- Launched editorial guides for national interest events that drove up to 80% site traffic, such as 2002 Winter Olympics and the Sundance Film Festival.
- Developed new best practice rolled out across all satellite offices focusing on highest interest dining content. Led national team of editors in creation of high-traffic regional dining content.
- Staffed and managed in-house editors and remote freelance teams in delivery of local travel and dining content for southwest major markets, shaped brand voice.
- Led diversity task force in company-wide initiative, researching demographics and developed style guide to improve content representation and voice across 37 sites.

EDUCATION & CERTIFICATIONS

UCLA, Bachelor of Arts, English

DesignLab, UX Research & Strategy | UX Interaction Design | UX Foundations

UX Content Collective, UX Writing Fundamentals