

CIELLE LEE

Ithaca, NY | (401) 266-4761 | cl2365@cornell.edu

[Linked In](#) | Portfolio|

EDUCATION

Cornell University, College of Human Ecology, Ithaca, NY

Expected 2027

Bachelor of Science in Fiber Science and Apparel Design; Concentration in Management; Minor in Entrepreneurship

GPA: 3.6/4.0 | Minor GPA: 3.8/4.0

EXPERIENCE

Independent Social Media Consultant | [Wang Dylan](#)

Aug 2024 - Present

- Repositioned and redesigned a creator brand, growing Instagram to approximately 11,000 followers in 14 weeks and YouTube to 5,500 subscribers in three months.
- Converted audience growth into 20 inbound opportunities, including eight agency inquiries, eight television casting inquiries, three advertising inquiries, and one music video offer.

EED Design | *Marketing Intern*, South Korea

Jun 2025 - Aug 2025

- Translated consumer, competitor, and category research into campaign-ready concepts, mood boards, and brand identity assets for F&B and lifestyle accounts including Golden Blue, Mr. Pizza, and Pebbly.
- Developed brand identity and packaging applications for Lebacasable, translating the approved visual direction into consistent customer-facing assets.

PlanA Education | *Marketing Manager*, South Korea

Jun 2024 - Nov 2024

- Built the startup's initial marketing foundation across positioning, visual direction, website development, social media, and launch campaigns; the company currently grew to KRW 1 billion in annual revenue.
- Led early customer acquisition initiatives through website development, Seoul National University Festival promotion, and international student community events.

WhaleMom | *Founder and Creative Director*, South Korea

Sep 2021 - Aug 2023

- Launched an eco-friendly children's apparel brand from concept to market, generating more than \$1,000 in crowdfunding sales.
- Directed end-to-end creative production across apparel design, manufacturing, studio photography, logo and packaging design, e-commerce, and social content.
- Created a social-impact model that provided part-time employment to a single mother and donated all project profits to the Korean Single Mothers Association.

LEADERSHIP

Best Appetizing Bites | *President and Visual Director*, Cornell University

Oct 2024 - Present

- Lead brand strategy and campaign execution across visual identity, social media, pre-order promotions, events, and fundraising while overseeing team operations and finances.
- Design campaign assets and direct Instagram content to create a consistent brand experience centered on Korean food and culture across digital and in-person touchpoints.

Global Impact at Cornell | *Founding Visual Lead*

Feb 2026 - Present

- Built the organization's initial communications system across its visual identity, website, fundraising presentation, recruitment materials, merchandise, email signatures, social media, and promotional video.

Eco Sewing Club | *President*

Aug 2021 – May 2023

- Led 42 members in collecting and upcycling donated clothing, organizing sewing workshops, and raising \$1,000 for holiday clothing drives.

Thread Magazine | *Team Member*

Aug 2023 – Dec 2023

- Develop editorial layouts and visual assets for a student-run fashion publication, collaborating with writers, photographers, and creative teams across seasonal issues.

SKILLS

Marketing: Brand strategy, consumer and competitor research, campaign concepts, social media strategy, content creation, visual storytelling, community marketing

Tools: Adobe Photoshop, Illustrator, InDesign; Canva; CapCut; Wix; CLO 3D; Figma; Midjourney; Microsoft Excel, PowerPoint, Access, and Word

Certifications: Adobe Certified Professional (Photoshop, Illustrator); Microsoft Office Specialist Master

Languages: Korean (Native), English (Professional Working Proficiency)