

# JAMIE LEE

Product Design | Digital Marketing | User Research | Copywriting

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New York, NY

## PROFESSIONAL SUMMARY

Designer and creative writer with experience spanning content strategy, editorial work, and visual production. Approaches design problems as a storyteller — with attention to how language, image, and structure shape the way people receive information.

## WORK EXPERIENCE

### Freelance Content Strategist

*Freelance - Various Clients, Dec 2024 - Present*

- Managed customer-facing email communications for a hospitality client, drafting and editing correspondence while establishing and maintaining consistent brand voice
- Edited and proofread seasonal menus across multiple update cycles, making tone and messaging decisions aligned with brand identity
- Sourced and vetted content creators for promotional partnerships, coordinating with 3–5 creators per week at peak volume and developing evaluation criteria around audience fit and aesthetic alignment
- Art directed and photographed food content for print and digital promotional materials, including posters and in-venue displays
- Oversaw end-to-end production of a table marketing initiative, managing vendor sourcing, graphic design, photography, and print execution across multiple restaurant locations

### Marketing Lead (Founding Member)

*NYU Piano Society, Sept 2023 - Dec 2024*

- Co-founded the organization and built its marketing presence from the ground up, establishing brand voice, visual identity, and content strategy across all channels
- Managed social media, event promotion, copywriting, and graphic design as the sole marketing team member, scaling the organization to 100+ members
- Developed and executed promotional campaigns for recurring events, driving consistent membership growth and community engagement

## EDUCATION

### New York University, Integrated Design & Media B.S., Minor in Creative Writing

Graduation: Dec 2024

Dean's List, 2023 - 2024

## SKILLS

Figma, Adobe InDesign, Final Cut Pro, Social Media Management, Instagram Insights, Brand Voice & Editorial, Food Photography, Print Production, Content Strategy