

CHRISTINA LEE

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EXPERIENCE

The Branding Team, New York/Los Angeles

2010-Current

Principal | Lifestyle Brand Development & Management – Influencer Branding & Strategy

- Brand Development & Management | Expanding the talent/brand across a platform of business market categories and new products. Manage internal teams, strategic plan, business solutions and execution. Oversee the creative brand initiatives, art direction, creative messaging, product development, social media platforms and vendor relationships. Maintain the current knowledge of trends in entertainment, pop culture, relevant competitive and category landscapes.
- Marketing and Branding | Develop the brand vision and growth strategy. Implement and manage the strategic direction of marketing and public relations plan that garner high-profile media results.
- Digital Strategy | Create and execute effective and innovative digital strategy across multiple platforms including social media content, communications and presentation of the brand across all digital platforms.
- Talent Partnerships & Influencer Strategy | Crafting, negotiating and executing strategic partnerships, social media integration, collaborations, endorsements and sponsorships.

Fashion Institute of Technology, New York, NY

2018-Current

Adjunct Professor | Fashion Business Management Department

- Develop and provide lectures, assignments and exams for a fifteen-week course on Direct Marketing, Omni Channel Retailing, Creative Fashion Presentations, Social Media Marketing and Branding.
- Teach weekly three-hour lectures through comprehensive & current related industry lessons.

Kellwood Corporation, New York, NY

2000-2010

Vice President of Branding, Baby Phat/Kimora Lee Simmons (2005-2010)

- Managed all aspects of development, recommendation, and implementation of brand initiatives and the product development process for both Baby Phat and Kimora Lee Simmons brands.
- Oversaw the marketing team to implement annual and seasonal marketing plans that included target customers, key messages, budgets, packaging, promotions, direct-to-consumers, windows and in-store experience strategies.
- Communicated regularly with 20+ Baby Phat and Kimora Lee Simmons licensees to ensure company standards and maintained brand integrity.
- Shopped retail and global trend markets; kept abreast of consumer needs, sought merchandise ideas and designed inspirations (fabrics, colors, trends and techniques).
- Acquired partnerships that successfully executed the brand vision along with strong finance and distribution (Hello Kitty jewelry, Motorola, Mattel Barbie and Coty fragrance).
- Integrally involved in the development of the Baby Phat brand from inception to global sales in excess of several hundred millions.

Senior Brand Manager, Baby Phat (2003-2005)

- Worked directly with Kimora Lee Simmons and apparel design team to execute seasonal colors, trends, and key looks prior to presenting to the licensees.
- Served as primary liaison for licensees and managed all design approvals for Kimora Lee Simmons.
- Traveled with Kimora Lee Simmons to all in-store appearances, ad campaign photo shoots, and marketing events.

Brand Manager/Assistant to Creative Director, Baby Phat (2001-2003)

- Organized and maintained all line plans, color palettes, and archived materials for each season.
- Provided administrative support to Kimora Lee Simmons that included maintaining calendar of events, day-to-day business scheduling, phone logs, travel arrangements, and databases.

Marketing and Public Relations Intern, Baby Phat (2000-2001)

- Maintained showroom for appointments, tracked samples, and gathered press clippings.

EDUCATION

Fashion Institute of Technology | Cum Laude

June 2001

Bachelor of Arts, Fabric Styling

Associates of Applied Science, Fashion Merchandising Management